

A vintage illustration of a woman with dark hair, wearing a red headscarf and a red and white horizontally striped dress. She is holding a book titled 'LARKIN SAVINGS' and standing in a garden with a white picket fence and a house in the background. The scene is framed by a thin red border.

# The Larkin Idea

MAY 1931

— CARRYING THE NEWS OF LARKIN SAVINGS —



# Frocks that Have No Rivals—

FASHION NEWS—Sheer cottons will be seen everywhere this summer season—even the Sunday-night frocks are of soft chiffon voile.

Edna J. Long

**T**HEIR beauty is unrivalled, as the illustrations on the opposite page show. So, too, is their value unrivalled, as you'll agree when you see the extraordinarily-fine quality of these chiffon voiles, so cobweb-like in their alluring sheerness.

In all our years of experience as dress manufacturers, we have never been able to put forth such values and neither has any one else. Imagine getting such a sweet, pretty Sunday-night dress as No. 365 for \$1.69!

The styles are the very newest, as are the colors, and every garment is cut according to the usual Larkin comfortable-fit measurements. The finishing is that of much higher-priced garments.

## They'll Sell Direct from the Illustrations

The illustrations are so accurate women can make their selections right from this page—the regular Larkin "Money Back" guarantee insures lasting satisfaction. However, the sales method is up to you—some like to sell from the picture, with a sample of the goods, while others prefer the actual garments.

## Colors Are Fast

Guaranteed fast by the cloth manufacturers and Larkin Co—the owner gets another dress if hers fades. Fast to sun, tub and perspiration.

## Samples on Request

All you have to do to get samples of the materials used in these gorgeous chiffon-like frocks is to ask for them. A post-card will do. Just be sure to give your name and address and the numbers in which you're interested. All are extra-fine, hard-twist, evenly-woven voiles, beautifully sheer and pretty.

## Why Not a Fashion Show?

Many secretaries find an impromptu fashion show a great help. It's worth trying—friends are always glad to help out as models. In our belief, these dresses are positively irresistible thus shown.

The SPECIAL ORDER BLANK on Page 21  
makes ordering more convenient

## Descriptions of Dresses Shown on Opposite Page

### No. 359

Here's a style that smartly becomes most everyone—the all-around peplum flares rather subtly and the neckline is enough of the V-type to include among its wearers, even those inclined to plumpness.

Aren't the sleeves pretty? And the youthful petal collar of crisp white organdie, hemstitched and picotted in matching color? So fresh-looking! Belt is separate and may be tied to please the individual taste.

Chiffon Voile that will give "just oceans of service." This dot is known to the trade as a permanent flock-dot and the colors are positively fade-proof. Directions for ironing with each garment.

Mailing weight 8 oz.

Colors: Red or Copenhagen  
Sizes: 14, 16 and 18 yrs., also  
38, 40, 42, 44

**\$1.69** Cash  
Price

### No. 360

A version of the popular coin-dot that looks well on women of all sizes—from 36 to 50.

The illustrations show you the entire dress, even to the perfectly-fitted back yoke and the clever manner in which the skirt yoke has been terminated in points to slenderize the hipline. The softly-flattering neckline, too, and the gracefulness of the three-quarter sleeve, so fashionable this season.

In either Copenhagen or Yellow, this dress is exceptionally summery and dainty enough to grace any occasion. The plain-color yoke and tabs are made double and are the same lovely, fine Chiffon Voile as the dress itself.

Mailing weight 8 oz.

Colors: Blue or Yellow  
Sizes: 36, 38, 40, 42, 44  
46, 48 and 50

**\$1.59** Cash  
Price

### No. 363

Who'd ever believe such a wonderful Sunday-night dress of fade-proof Chiffon Voile could be purchased for \$1.39? Why! Voile of this high grade retails everywhere for 59c a yard and it takes five yards! Pretty big value, isn't it? But, we buy, cut and make them in big quantities, you see.

Fashion-right in every detail and as graceful and summery as you could wish. A Sunday-night frock and therefore longer than most others but in a few minutes can be made ready for daytime wear—simply take a tuck at the waistline, where the belt will cover it, and if that isn't sufficient, cut off a little at the lower edge.

Mailing weight 8 oz.

Colors: Green or Yellow  
Sizes: 14, 16 and 18 yrs., also  
38, 40, 42, 44

**\$1.39** Cash  
Price

### No. 365

So stunning! So youthful!

Don't you love the deep yoke or drop-shoulder effect and the two-tier skirt—relics of the past revived in most modern fashion? Truly gorgeous is this Chiffon Voile—at a short distance even, it looks like finest chiffon. Positively fast-color, too—don't forget that!

Either color is entrancing—either is suitable for Sunday-night wear or, for that matter, for daytime if you shorten the length a bit. This is best done by putting a tuck under the belt or just above each tier.

Here's a dress every wardrobe needs—one every woman can afford.

Mailing weight 8 oz.

Color: Black or Copenhagen  
Sizes: 14, 16 and 18 yrs., also  
38, 40, 42, 44

**\$1.69** Cash  
Price

For Four More Lovely Creations, Turn Opposite Page



# Sheer Cotton Frocks— the Talk of the Season

## Details of Dresses on Opposite Page

**No. 361** A dress of many purposes—so dainty and lovely it serves well as an afternoon frock and, in its winsome simplicity, also finds quick favor with women and girls for business and street wear.

Many, indeed, are the ear-marks of this model's modern styling—the shorter-than-short puff sleeves with their cunning godets, the attached bolero with its tie-fastening, and the skirt which is positively the "last-word" in 1931 summer styling—how fitting a style for this charming Printed Batiste!

Mailing weight 8 oz.

Colors: Blue or Orchid.

Sizes: 14, 16, 18 yrs., and 38, 40, 42, 44.

**\$1.49** Cash Price

**No. 362** Dots and more dots! In a season of polka-dot patterns, truly this colorful Printed Cross-bar Lawn is a winner. Prettier, if anything, than it appears in the illustration and a marvelously-fine piece of goods that launders perfectly.

Simplicity in its highest sense—a bit of a flare at either side, a plain back, and trimming of matching plain-color lawn. Yoke and cuffs are made double and trimmed with fancy buttons. Here's a youthful dress any woman will enjoy wearing. Mailing weight 8 oz.

Colors: Blue or Green.

Sizes: 14, 16, 18 yrs., also 38, 40, 42, 44.

**\$1.69** Cash Price

**No. 364** Simple? Yes, but too darling for words. Nice for business, street or any daytime wear.

The wide reverses and collarless neck are high points of fashion this season; so, too, are the side pleats, to say nothing of the material—a lovely piece of Batiste in one of the newer floral prints. Crisp white organdie, finely pleated, is the attractive trim. Mailing weight 8 oz.

Colors: Blue or Green.

Sizes: 36, 38, 40, 42, 44, 46, 48, 50.

**\$1.39** Cash Price

**No. 366** Seldom does one run across a dress than can be so appropriately used for dress-up, street and house wear—what a "find" this is for the woman of limited means!

How welcome, too, to those whose figures are not the perfect 16 or 18! Very slenderizing with its long neckline.

Printed Dimity of a very superior grade and fineness is the material and there's no sheer fabric gives better service. Lawn to match, furnishes the narrow piping and colored buttons top it off. Effective, isn't it? Back is plain.

Mailing weight 8 oz.

Colors: Black or Orchid.

Sizes: 36, 38, 40, 42, 44, 46, 48, 50.

**\$1.59** Cash Price

**S**HEERS for all styles, all occasions, all sizes and at prices within the means of everyone.

And what a diversity of materials! Exquisite batistes, beautifully-fine dimities, lovely lawns, and voiles that are sheer as chiffon.

In a season when women's apparel is so sweetly feminine, there's nothing lovelier than sheer cotton frocks. And, what a saving!

## Prices Were Never So Low

Larkin prices are the lowest you'll find anywhere—you see, you get them direct from the manufacturer without any in-between profits added.

Who'd put in hours and hours of work and worry making a dress when such attractive styles as those shown on the opposite page can be had for \$1.39 to \$1.69? Materials alone would cost fully that much! Certainly, there's no saving—more often, it's just a waste of both time and money.

## Colors are Positively Fade-Proof

Sun-fast! Tub-fast! Perspiration-fast! Not only do the cloth manufacturers guarantee them as such but so do we. You can launder these dresses as often as you wish but they'll still retain their exquisite colorings.

Here's what one secretary says of Larkin fade-proof colors—she found them too fast for her purpose:

"Last summer I had Dress No. 276 and washed it many times but decided to dye it and tried to remove the color before dyeing the dress. I used three packages of color remover and one-half pound of Clorox but some of the color remained firm; it would not go back on the Larkin Guarantee."

## Styles Are Right

Up-to-the-minute in every detail. Note the varied necklines, the yoke effects, the new short sleeves in their different versions—and what a lot of styling is put into the skirts!

## They Fit Perfectly

Larkin dresses are well known for their perfection of fit—always comfortable and properly proportioned. An adjustment of length is about the only alteration ever necessary.

## Selling is Made Easy

Easy because these dresses are pictured in their real colorings and so attractively modeled one can readily visualize herself in the same dress.

This is our first attempt to illustrate special dresses in color but we believe it is going to make selling twice as easy for you as you can sell direct from the illustration.

Maybe you'll want samples of the materials? They're yours for the asking.

Perhaps you prefer to buy a dress or two and sell from the real article? It's up to you but whichever is your method, we suggest prompt action. These dresses are going over big and you surely want your share of the Rewards.

A Special Order Blank is provided on page 21 for convenience in ordering. Why not drop your work for the day and see how many dresses you can sell this first day?

**Have You Seen the Pretty Voiles  
on the Other Side of the Opposite Page?**





**Nature in its loveliest mood at Niagara Falls**

**A Glimpse of the Niagara River from Goat Island**





## Miss Thelma Ferry Knows that Larkin Gives \$19.<sup>76</sup> Value for \$10.<sup>15</sup>

### *Another great Fact Story of Larkin Money-Saving Prices*



*Miss Thelma Ferry, Dallas, Pa., whose interesting story is told herewith.*

**L**AST month we told you the story of Mrs. John Civile and how her \$10.01, spent the Larkin way, brought her \$18.81 value. We promised you an equally startling story of another order taken from our files....the order of Miss Thelma Ferry of Dallas, Pa.

Miss Ferry's order is "just another Larkin order" taken at random from our files.... an order which, like that of Mrs. Civile, we told our expert shoppers to compare in price, item by item, with similar goods in the Buffalo chain groceries, chain drug stores and department stores.

#### *Convincing Figures*

And what a revelation as to value that comparison was! Here was a saving even more impressive by actual price comparison than that of Mrs. Civile's order.

Products similar in quality and quantity to those in Miss Ferry's order would have cost

her \$7.76 in Buffalo stores. Purchasing them at the With Premium price in the Larkin Catalog she paid \$10.15. Remember, the Larkin comparison was made with standard-brand goods of national reputation at the very lowest store prices obtainable. And remember that that comparison was made in the open market of the second largest city in the Empire State.

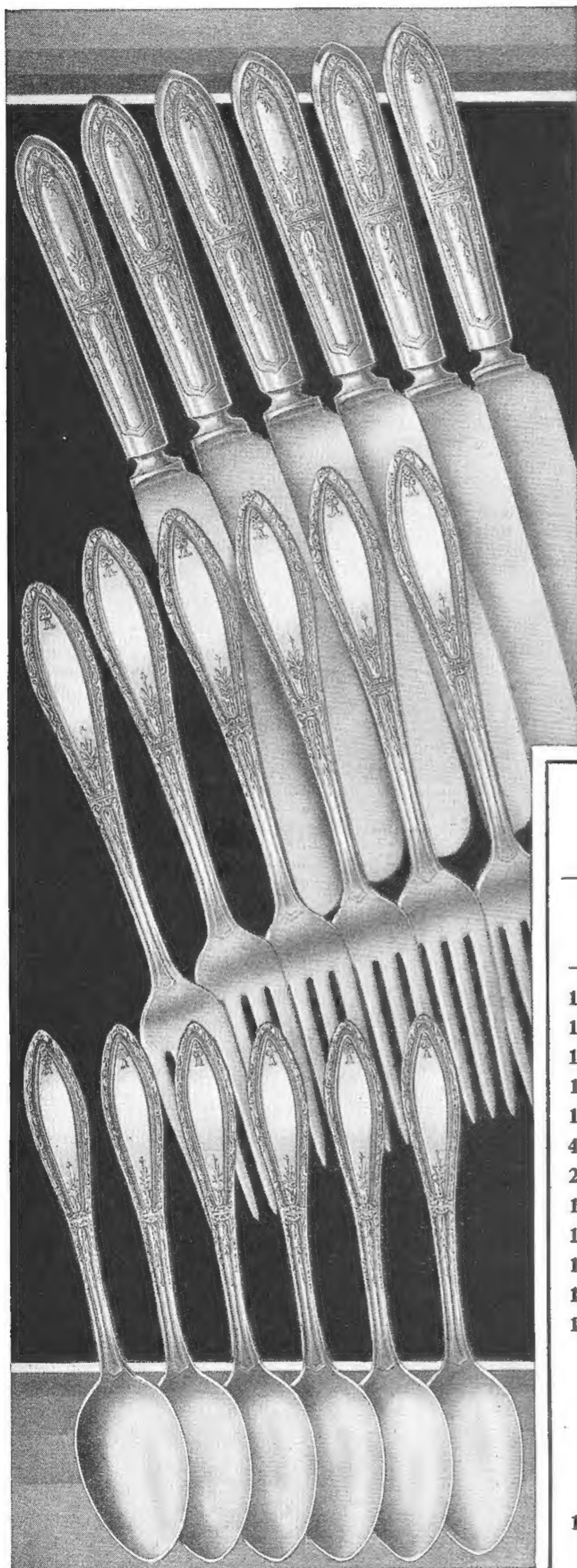
#### *Miss Ferry Had a Premium, Too!*

But besides the products she bought, Miss Ferry had the right to select a lovely Premium without one extra penny of cost to her. And the Premium she chose would have cost her \$12 in the stores. Add that to the \$7.76 store value in food, soaps, etc. and you will agree it pays to deal the Larkin way.

As her Premium Miss Ferry chose Rogers' 1881 18-piece Silverware Set No. 1100M1 in the charming Coronet Pattern. Here is a set offered with a \$10 purchase of Larkin Products, which sells at \$12 in the stores. Think of getting extra value like that just as a Premium!

On the next page is shown the silverware set which Miss Ferry selected and on the same page you will find a price comparison of her





**Miss Ferry's Premium**  
18-piece set of Rogers' 1881  
Silverware 1100M1 (Coronet  
Pattern)

With  
**\$10**  
Purchase  
or Coupons

order. Here is something well worth showing to your present Club members and those whom you are going to invite to join your Club. It is a convincing story of Larkin saving and value.

*Ask Friends to Enjoy Such Value*

After hearing this story, where is the woman who will not say "yes" when you invite her to enjoy such benefits? In these days when every penny counts, housewives everywhere recognize that they owe it to the family income to shop with the utmost wisdom. Miss Ferry practically has made \$1 do the work of \$2, by buying on the Larkin Plan.

What Miss Ferry has done your Club members can do. But think of the many people living around you who have not their opportunity! Start a new Club to-day among these folks, so they may enjoy this saving that means so much to home comfort, home loveliness and the family pocket-book.

### Miss Ferry's Larkin Order

Note how her \$10.15 brought \$19.76 Value!

PRODUCTS	Larkin With Prem. Prices	Buffalo Store Prices
1 pkg. Maid o' the Mist Flakes.....	\$ .50	\$ .23
1 Carton Soap Chips.....	.30	.19
1 Soda Mint Tablets.....	.15	.15
1 Aromatic Spirits of Ammonia.....	.35	.20
1 Mercuro-chrome.....	.25	.25
4 Toweling No. 19B (5 yd. piece).....	3.80	2.40
2 Cartons Maid o' the Mist Soap.....	1.40	1.40
1 Modjeska Bouquet Perfume No. 1....	.50	.50
1 Carton Sweet Home Soap.....	.55	.55
1 Shaving Brush No. 42.....	.60	.50
1 Witch Hazel Extract.....	.65	.39
1 Recipe Cabinet No. 9.....	1.10	1.00
	<b>\$10.15</b>	<b>\$7.76</b>
<b>PREMIUM</b>		
1 18-Piece Set of Rogers 1881 Silverware No. 1100M1	<b>FREE</b>	<b>\$12.00</b>
	<b>\$10.15</b>	<b>\$19.76</b>

**Miss Ferry Saved \$9.61**



# "I Started My Extra Club at . . .

*. . . a Lodge Meeting"*

by  
MRS. MILTON FRAKES  
of Iowa

I WILL briefly tell you how I quickly organized one of my Larkin Clubs at a lodge meeting, on the night when I was chairman of the Refreshment Committee.

I took a pound of Larkin Coffee and also a pound of Larkin Cocoa, as we planned to serve pie, coffee and cocoa. One of the other women on the committee had made cream and chocolate pies for the lunch. When lunch was being prepared, several of the ladies remarked about the excellent flavor of both the coffee and the cocoa and asked what brand we were using. I told them they were both Larkin Products.

Then others began to praise the chocolate and cream pies. The woman who brought the pies remarked "Both the chocolate and cream pies were made with Larkin Pie Filling Mixture."

## *Explained about Larkin Club*

The next question was "Where do you get Larkin Products and how?" So I told them about the Larkin Club of which I was Secretary, and pointed out some of the members in my Club. The women who belonged to my Club exclaimed almost simultaneously "Yes, I belong to it!"

"Why can't I?" asked several of the women. "You may," I said, "if I can get enough members to start another Club." Without any difficulty my new Club-of-5 was organized at the lodge meeting.

*. . . a Bridal Shower"*

by  
MRS. CALVIN YOUNG  
of Maine

I WAS giving a shower for a girl friend of mine and had invited eight other friends, making ten of us in all.

I set my table with my Larkin

table-cloth, Larkin silver and Larkin China Tea Set.

All the girls were personal friends so, of course, they did not hesitate to remark about the linen, silver, china, etc. The first remark that was passed was "Why, Grace, where did you get such pretty linen?" And others exclaimed "Isn't it a pretty pattern?" I immediately took the opportunity of telling them that it came from Larkin Co.

Another said "Why, she has some new silver, too!" Then I told them that the silver had also come from Larkin Co. They all wanted to know how I had obtained all these things from Larkin Co.

## *Eager to Join Club*

Then I began to explain about the Larkin Club and at the same time told them that I was planning to start another Club soon. They were all enthusiastic about joining the Club, so we made up our orders and the next day it was on its way to Buffalo.



(Above)

Mrs. Milton Frakes  
of Iowa,  
whose interesting letter appears  
in column one.

(At left)

Mrs. J. B. Arnold of  
North Carolina,  
whose letter appears in column  
three.

## "Praises Larkin Plan"

by  
MRS. J. B. ARNOLD  
of North Carolina

WELL do I remember my introduction to Larkin Co, which was through a Club member of 1913. I thought the Larkin Plan was the most wonderful plan I had ever heard of and still think so. I have not been without a Club since I began the work. Sometimes I have had as many as four or five Clubs at one time.

When my daughter graduated I wondered how I could ever afford what she desired most...a watch. After looking into my Larkin Catalog I found a beautiful watch that I could purchase with coupons which I had earned through running a Club. I immediately sent in my order and she was thrilled beyond words with it.

Almost all the furnishings in my home are Premiums earned by running Clubs. I plan many things for the future with my Clubs.





MR. F. B. FRAZEE  
Editor, The Larkin Idea

*To Our Larkin Friends:*

And now my happy turn is here  
A greeting warm to send  
To those who hope and plan  
this year  
Our "homeward" way to  
wend.

But greetings sent across the  
miles  
Are feeble ones 'tis true  
Compared with handclaps and  
with smiles  
In Buffalo for you!

For Larkin hospitality  
Awaits each Larkin guest  
Great things to do . . . great  
sights to see  
And that you prize the best...

The friendly hours . . . the  
friendly days  
The comradeship so rare  
The merry jests . . the kindly  
ways  
The best folks anywhere!

For where, pray tell, can you  
e'er meet  
Home-loving hearts more true  
Than Larkin folks whom we  
shall greet  
Next August here WITH  
YOU!

*Francis B. Frazee*

## Eager Contestants Make the Most of Spring Days

HOW fast time flies! It seems only a few weeks ago that the Larkin "Home-Coming" Contest was first announced.

And as this article is being written, the end of the contest is but three months away. But more important...when this issue of The Larkin Idea is actually in your hands, but six or seven weeks at the most will remain. More-

over, in all probability, what you do during the last six weeks will determine whether you win.

*Begin in Earnest*

Glancing over the records of past contests, it is interesting to note the tremendous amount of contest credits which were earned by the successful prize and trip winners in the very last thirty or forty days of the contest. How truly American that is!

The eager, earnest effort, the consistent daily work for orders usually begins in dead earnest as folks appreciate that the time to gain credits

grows shorter. And now that the signs of business recovery are on every hand, Secretaries are beginning to realize their hopes of winning. Fortunately, at this writing "it is anybody's race," as the saying goes. What greater encouragement could you ask than that! Before you lies the possibility, by six weeks' intensive ef-

fort, to enjoy the greatest vacation trip of your life.

*Trip Crowded with Memories*

The scenes pictured on this page will revive in the minds of many happy winners the good times at Buffalo. For example, as you look at the inviting beach on the Canadian shore and the boat that carried you across Lake Erie on other occasions, you will be reminded of happy times at Crystal Beach. And let us assure you that Crystal Beach is once again on this year's program. The entertainment committee, recognizing the pop-



Crystal Beach, Buffalo's popular summer resort which our guests will visit.



The Larkin Drum Corps escorting Larkin guests from the Crystal Beach Boat.



ular demand for a stop at the beach, is this year planning to give our guests the opportunity to frolic and play at the beach.

Of course, the journey to Crystal Beach will not be the first visit our guests pay to Canada. This year they will spend part of the afternoon of the day preceding the sail on Lake Erie, at lovely Victoria Park, directly across from the Falls.

Thus our guests will not only be afforded an excellent night-time view of Niagara in all its beauty, but as well they will see it by day from a Canadian vantage point.

### *Drum Corps Always Thrilling*

And then, of course, below is shown a recent photograph of the superbly drilled Larkin Girls' Drum Corps. It is a safe bet that the shrill notes of the fifes, the roll of the drums and the blare of the bugles still echo and re-echo in the ears of the guests who have enjoyed the thrilling music of this widely celebrated drum corps. From coast to coast the Larkin Drum Corps is known as one of the country's finished, marching drum corps.

Lots of opportunity will be afforded our guests to hear them play. You will hear their

greeting upon your arrival. You will hear their farewell upon your departure. And in all probability there will be other occasions when they will en-

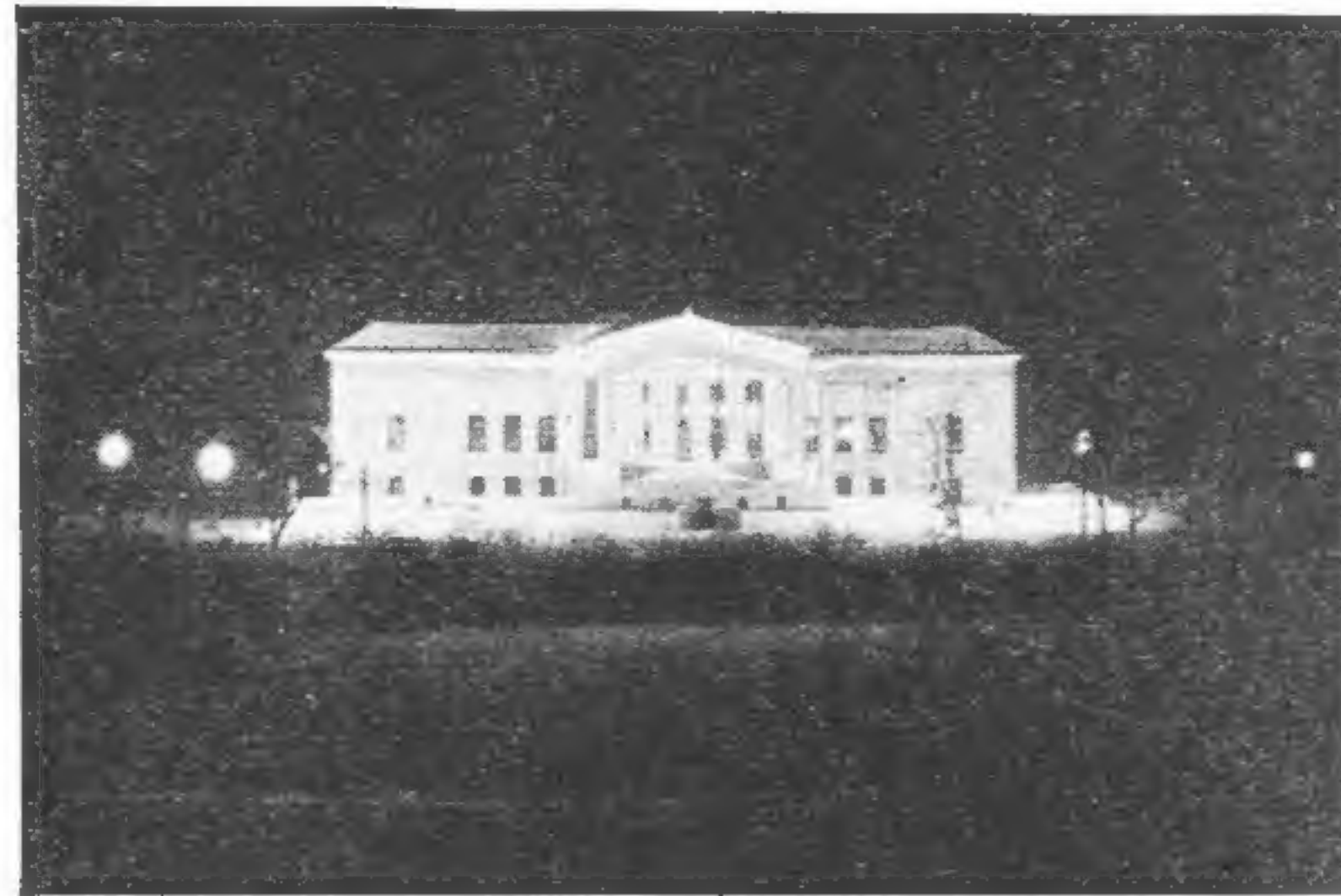
ertain you with their music.

### *Passing Through Delaware Park*

The other striking photograph on this page is a night scene of the beautiful Buffalo Historical Society Building in Delaware Park. Incidentally, this building is in memory of the days of the Buffalo Pan American Exposition glory. It was built at that time, and because of its rare loveliness, was preserved. Passing through Delaware Park you will, undoubtedly, have an excellent daylight view of this building.

Perhaps it will bring a smile to your face because we are talking to you just as though you were certain of seeing all these wonderful sights. Well, that depends on you!

Certainly there are some of the readers of this page whose enthusiasm, determination and earnest work will bring them the happy experience of three days at Buffalo and Niagara Falls next August. And probably the winners are those who are not merely content with dreaming of a glorious vacation, but work with might and main to crown their efforts with success.



A remarkable night photograph of the Buffalo Historical Society Building in Delaware Park. (Taken by Mr. John Larkin III)

### PRIZES

#### 1-200 . . . Trip to Buffalo and Niagara Falls

(1st and 2nd Prize Winners each entitled to an extra free trip.)

201-210 . .	\$100 in Larkin Coupons, each
211-250 . .	75 " " " "
251-300 . .	50 " " " "
301-400 . .	25 " " " "
401-500 . .	15 " " " "

### CASH PRIZES

1st . . .	\$150	2nd . . .	\$100
3rd & 4th .	\$75, ea.	5th-10th .	\$50, ea.
11th-16th .	\$25, ea.	17th-26th .	\$15, ea.
27th-56th .	\$10, ea.		

For Contest Rules see preceding issues of The Larkin Idea



Famous from coast to coast . . . the Larkin Drum Corps . . . a crack musical organization of which Larkin Co is proud.



## "How I Sold Larkin Paint"

by  
MRS. LENNIE SOMERS  
Maryland



MRS. LENNIE SOMERS,  
Maryland

SOMETIME ago I had the inspiration that it was time for me to "get on the jump" for my Larkin Paint orders. As I had some paint on hand which I had not used last year, I thought that the best thing for me to do was to get busy and do some painting on the inside of my own home. I know what bargain hunters women are and that if they could see what results were obtained with Larkin Paint it would be an easy matter to sell Larkin Paint.

So I started to paint up and I certainly did have things shining around the house. Then I called in my neighbors and friends for a social evening. Of course,

when they saw the wonders that Larkin Paint had worked in my home, I just answered all of their "ifs, wheres and whys" with my Larkin Paint Color Card.

As a result I sold flat paint, enamel, house paint, floor varnish, linoleum varnish, shellac and I did not forget to remind them of the brushes they would need. I showed them the Larkin brushes and also sold several brushes to them.

### *Out for Larger Orders*

But I was not satisfied with the



Home of Mr. W. J. Wilson, painted with Larkin Paint

quantity I had sold at my home, so I thought that I would go after more orders. One bright, sunshiny after-

noon I took my Larkin Catalog and Paint Color Card and started out with the intention of selling Larkin Paint.

I succeeded in getting a number of large orders. I sold eleven gallons to one man. All I had to do was to point out the Larkin Guarantee to this man and he was ready to buy. However, I also pointed out a certain house which had been painted with Larkin Paint a year ago. When he looked at it, he told me that it looked as if it had just been painted. Now he is painting his house with Larkin

Paint and I heard him recommend it highly to another man. I am sure that when he gets it finished it will bring other orders, for Larkin Paint sells itself, once people have seen it.

I also sold wall paper, curtains, a bed set, mirrors, medicine cabinets and many other things too numerous to mention, on this afternoon that I went out selling paint.

This pleased me so well that I kept on selling Larkin Paint and housecleaning aids until my order amounted to \$256.

## "Larkin Paint Sells Itself"

by  
MRS. J. FRANK STICKNEY  
New Hampshire

MY story starts with a pleasure-seeking party at an old farm auction during the golden fall days of last year. It was, in truth, an old farm in the broadest sense of the word...old buildings, old furniture and old neighbors grouped around.

Several articles were hilariously bidden in by my companions, but I was considered the outstanding goat, when a set of four dingy wicker chairs was almost given to me. The chipped surface revealed two former

coats of paint and my allusion to the graceful lines was met with gales of laughter.

I followed up my foolishness with the purchase of an old sewing cabinet, waste paper basket, table, a wire plant stand and several plant pots. Spurred by their laughter, I decided to renovate the whole outfit with Larkin Paints.

After using the paint remover, I started operations with the four-hour paint and I mixed dark-brown with

colonial-ivory to a desired shade and trimmed with ivory mixed with a small amount of brown. The result was truly wonderful and the amazed exclamations were heartily given.

I soon found that my friends had talked it over with others and several neighbors called to see my "new" porch furniture. Shortly afterward several of these friends attempted and succeeded in painting otherwise useless furniture.



# MAY SPECIAL

## Oneida Community "Duro Plate" Knife and Fork Set No. 82

**M**ADE by the makers of Community Plate, "Duro Plate" is heavily plated with pure silver, full triple-plated where it receives the hardest wear. The graceful Elite design, in the bright butler-finish, accounts for the tremendous popularity of this famous "Duro Plate" with our customers. And, remember, our 20-year guarantee of satisfactory service accompanies every piece you or your friends purchase.

**20-Year  
Guarantee**

**\$1.08  
value**

**53c  
Cash Price**

**THE SET OF  
1 Knife and  
1 Fork**

**A**GAIN you and your friends profit by our enormous volume purchases and sales! Here's a new low price..unbelievably low, on this popular Knife and Fork Set No. 82. Thousands and thousands of sets, consisting of one knife and fork, were sold at 59c. And now we are able to announce a further slash in price to the phenomenally low figure of 53c the set.

On each set purchased, your Club members and customers make an outright cash saving of 55c the set, more than the actual cost. Some will want half a dozen sets...yes, a dozen...when they learn of this bargain. Why, anyone desiring a dozen knives and forks in this lovely Elite pattern can save \$6.60. Think of it!

**ORDER AS MANY AS YOU LIKE! USE THIS COUPON!**

**O**RDER one of these Knife and Fork sets yourself. Canvas your neighborhood with this sample. Take orders for one...two...three...yes, as many sets as your neighbors want at 53c the set of one knife and one fork. Rewards on every order.

*Larkin Co Inc.*

**Good Until June 10, 1931**

I am sending herewith my regular Secretary's order, and an order for..... Knife and Fork Sets No. 82 at 53c per set, cash price, for which I enclose in addition \$.....(I understand I will receive the regular Reward on this order.)

Name.....

St. & No.....

P. O.....State.....

531 Knife & Fork Special





*"First, of course, I'll ask Mother,  
Sis will be Club member two,  
After I've asked some of Jack's folks  
There'll not be much asking to do.*

*"A Double Extra Reward!  
That offer sounds good to me!  
Here goes for an Extra Club  
And a dozen teaspoons FREE!"*

## *Your Folks Will Join So You Can Earn These Extra Rewards*

ON the facing page is the double Extra Reward Offer of a dozen Oneida Community "Duro Plate" teaspoons. Just think! These teaspoons are absolutely free as an Extra Reward with the first order of an extra Club.

Below is repeated the original offer of the spring season, the 21-piece luncheon set of colored glassware, only 59c with the first order of an Extra Club.

Just a little Larkin Club-of-5 among your own folks will enable you to take advantage of either of these Extra Reward offers, or \$2 in Larkin Coupons if you prefer.

Your relatives and friends are just as anxious as they can be to make their dollars buy more. Tell them how Mrs. Civile, an Ohio Secretary, made \$10.01 do the work of \$18.81. Or show them in this Larkin Idea the story of Miss Thelma Ferry, a Pennsylvania Secretary, who got

\$19.76 value for \$10.15, through Larkin dealing.

What more convincing proof of the wisdom of Larkin dealing could you furnish them than these figures? Why, with evidence like that of Larkin saving, you can easily organize a little Club among your own folks and your very closest friends.

There's no time like the present to start this extra Club. Begin to-day! You will find to your surprise that before the day is over your Club will be formed. Best of all, within a few days your first order will be in the mail and soon you will be enjoying in your own home the lovely Oneida Community Teaspoons. My, how lovely that Elite pattern is! Or, perhaps, you will be setting your table with the glassware which is all the vogue in its pretty ocean-green or pink color.

THIS OFFER STILL GOOD

### **21-Piece LUNCHEON SET of Colored Glassware**

with the first order of an Extra Club **59c**

SO many Secretaries have planned to possess this lovely 21-piece luncheon set of colored glassware that we are delighted to continue this Extra Reward Offer. You would pay five or six times as much for this glassware elsewhere. Now it is yours simply by adding 59c to the amount you send in with the first order of an Extra Larkin Club.

If you desire to order the glassware with the first order of your Extra Club, you will find space provided on the Club Enrollment blank on the facing page.



#### **Set No. 1801**

Consists of twenty-one pieces of colored glassware, as follows: six cups and saucers, six 8-in. plates, cream and sugar set and 10-in. sandwich or cake plate.

1801M4 Green

1801M8 Pink



# Act NOW on this great FREE Offer!

## DOUBLED EXTRA REWARD for an Extra Club

**W**HAT a satisfaction to go to your own silverware drawer and know that there you will find one dozen lovely Oneida Community "Duro Plate" Teaspoons! Just think! without one penny of cost you may own a dozen of these daintily designed teaspoons. Just start an extra Larkin Club among your relatives, friends and neighbors.

Upon receipt of the Club Enrollment blank below, properly filled out, and the first order of your extra Club, we will present you with these teaspoons.

This offer positively applies only to Extra Clubs. It is not a Club Renewal Offer.

### THE ONE DOZEN TEASPOONS

The teaspoons shown at the right are heavily plated with pure silver, full triple-plated where they receive the hardest wear. Bright butler finish. Guaranteed to give 20 years' satisfactory service.

**With the First Order of Your Extra Larkin Club  
Send the "Roll of Club Members" Printed Below**



Elite  
Pattern

### ROLL OF CLUB MEMBERS

*Larkin Co Inc.*

I wish to take advantage of your Special Extra Reward Offer for the prompt organization of an Extra Larkin Club. (Check in the square the Extra Reward you prefer.)

- ☐ Please send me One Doz. Elite Pattern Oneida Community "Duro" Plate Teaspoons FREE  
or one of the following offers:
- ☐ Enclosed is 59c. Please send me Luncheon Set  
No. 1801M4 Green ☐ No. 1801M8 Pink ☐
- ☐ Please send me \$2 in Larkin Coupons as my Extra Reward.

Member No. 1.....  
Address.....  
Member No. 2.....  
Address.....  
Member No. 3.....  
Address.....  
Member No. 4.....  
Address.....  
Member No. 5.....  
Address.....  
L.I. CLUB

SECRETARY.....  
ST. & NO. ....  
P. O. .... STATE.....

Member No. 6.....  
Address.....  
Member No. 7.....  
Address.....  
Member No. 8.....  
Address.....  
Member No. 9.....  
Address.....  
Member No. 10.....  
Address.....



## Larkin Tea Prices Drop

**M**ORE good news! Down come prices on Larkin Teas. The same high quality! Only the prices drop!

	Formerly With Prem.	NOW With Prem.
English Breakfast, ½ lb. ....	.40 ....	.35
English Breakfast, 1 lb. ....	.70 ....	.60
Black Formosa Oolong, 1 lb. ....	.70 ....	.60
Green Japan, 1 lb. ....	.70 ....	.65
Gunpowder, ½ lb. ....	.40 ....	.35
Gunpowder, 1 lb. ....	.70 ....	.60
Black-and-Green Mixed, 1 lb. ....	.65 ....	.60
Uncolored Japan, ½ lb. ....	.40 ....	.35
Uncolored Japan, 1 lb. ....	.70 ....	.60

### Effective at Once!

The prices quoted above are effective with this issue of the Larkin Idea. Timely, too, are these reductions ... not only now, but soon comes the season when iced tea will be served daily on your table. At these lower prices this delectable beverage may be served at rock-bottom economy prices.

## Last Minute Reduction!

## LARKIN CLEANSER



Spread the good news!

**H**ERE'S big news that caught the Larkin Idea just as we went to press.

Still another slash in the price of Larkin Cleanser! The lowest price at which this tremendously popular Larkin Product has ever been sold.

And listen! This price effective immediately on the 1-lb. carton ... 8c with Prem. ... means better than 2 for 1 value when compared with nationally advertised cleansers of similar quality and quantity.

Now **8<sup>c</sup>**  
1-lb.  
Carton,  
with **PREMIUM**

(By the case 7c the carton)

Case of 24 Cartons,  
**\$1.68**  
with **PREMIUM**



# DO YOU TOO NEED HELP with your Household Expenses?



"A  
LITTLE  
BUSINESS  
OF YOUR  
OWN"



*The Larkin Pantry Way  
is the Easy Way to*

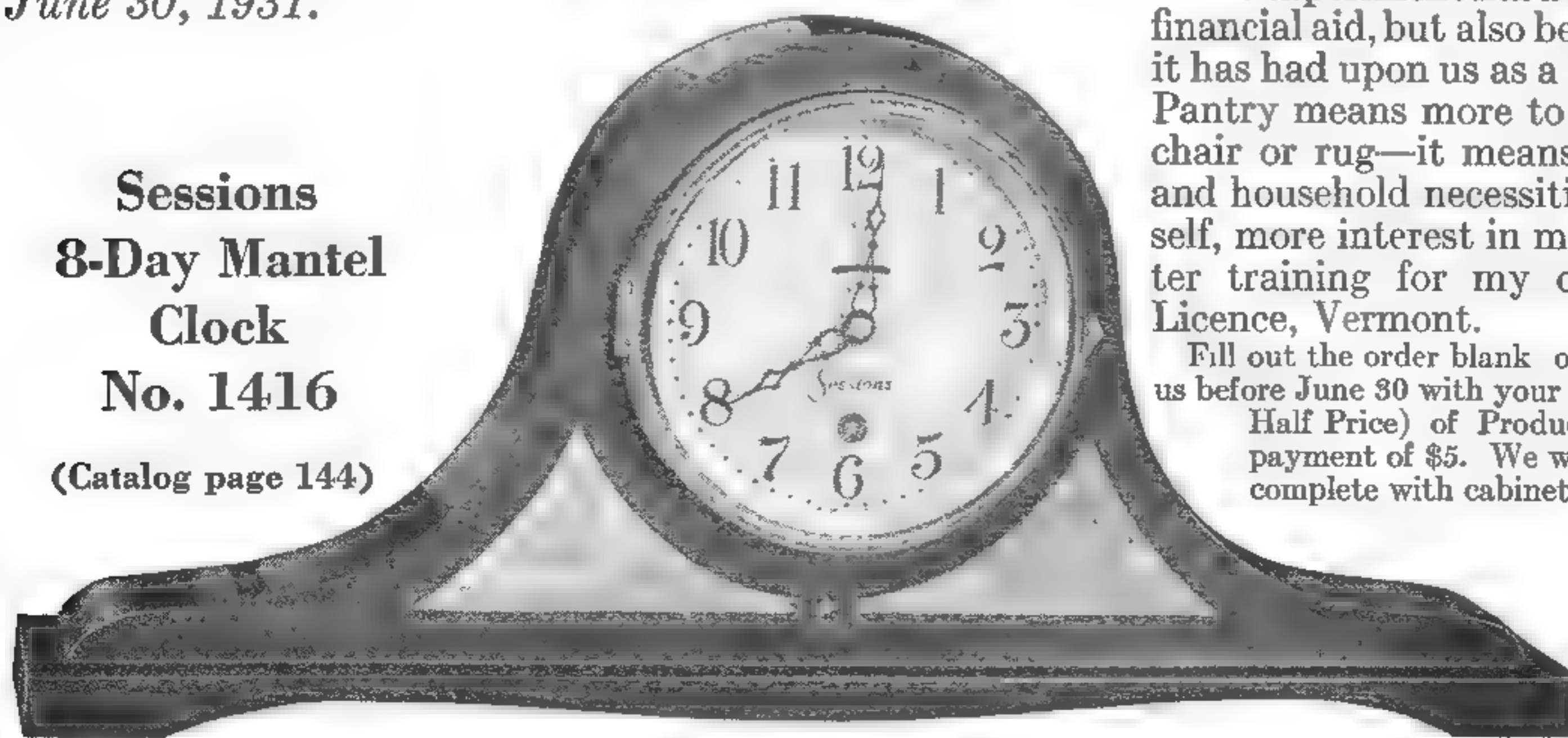
TURN YOUR SPARE  
MOMENTS INTO  
HELPFUL REWARDS!

**There is no Surer Way—no  
Pleasanter Way To Turn Your  
Spare Moments Into Valuable  
Helps Than the Larkin Pantry  
Way.**

**YES,**  
—and we will  
send one of these nationally  
known Sessions 8-Day Mantel  
Clocks, No. 1416, free, with  
every order for a first Pantry.  
This special offer is good until  
June 30, 1931.

**Sessions  
8-Day Mantel  
Clock  
No. 1416**

(Catalog page 144)



**PROFITABLE EVERY DAY**—"I needed things  
for my children, my husband and myself and so many things for our home,  
but did not have the money to get them, so I sent for a Larkin Pantry.  
It is proving more profitable every day.

Since I have had my Pantry, which is about four years, I have earned  
so many things I would not have been able to buy, including coats, dresses  
and practically all the clothing for my four girls and myself."—Mrs. Edwin  
Bryan, Pennsylvania.

**A SUCCESSFUL EXPERIMENT**—"I was looking for a way to earn  
little extras for our home that would not interfere with a busy mother's  
work too much. A Larkin Pantry represented to me the only feasible  
opportunity for home improvement.

The experiment has been a success not alone for the  
financial aid, but also because of the broadening effect  
it has had upon us as a family. So it is no wonder my  
Pantry means more to me than an extra blanket, a  
chair or rug—it means greater knowledge of foods  
and household necessities, greater confidence in my-  
self, more interest in my neighbors' welfare and bet-  
ter training for my children."—Mrs. Howard J.  
Licence, Vermont.

Fill out the order blank on the next page and return it to  
us before June 30 with your selection of \$100 worth (\$50 worth  
Half Price) of Products and the regular initial Pantry  
payment of \$5. We will immediately ship you the Pantry  
complete with cabinet and give you one of these hand-  
some 8-Day Mantel Clocks, free.  
You may pay the remainder of  
the price of the Pantry, \$45, in  
nine easy monthly payments of  
\$5 each. Regular Coupon Re-  
wards will be allowed on all  
payments.



# Do You Want More Things For Your Home, Too?

## A Paying Business

"When I was in school, child fashion, I wanted to 'get up' a soap order. Finally my parents consented and I tried two or three different companies, but finally discovered that Larkin goods were better known, cheaper in price and the Premiums of a better quality.

Years went along with an occasional order. Then I married and went to another city, and organized a Larkin Club-of-Ten.

At the end of two years I moved to another city and then ordered a Larkin Pantry. Did not have much time to get out so I did not 'hustle' business but even then, when people heard I carried Larkin products, they came to me. That was twelve years ago this Spring.

My Pantry work drifted along until six years ago my husband died and left me with four children.

A living I must earn and it must be work I could do at home. This is where my Pantry business became a live and a paying proposition.

My boy, now in his twelfth year, realizing his need to help, ordered a Pantry. He won the "On to Washington Trip," and "Back to Buffalo Trip" last year, and was a Coupon winner in the "Mrs. Santa Claus" contest.

In 1930 I built a house and through rewards in Coupons was able to paint outside with Larkin Paint, while the inside is entirely decorated with Larkin Wall paper, Paint and Varnish and nearly every room furnished in Larkin Premiums earned by my son and myself in the last five years."—Bessie B. Noyes, New Hampshire.

## Amazing Results

"About two years ago, Mrs. G. H. Shock, Major Secretary, called on me. Well, she told me about the Pantry and I was amazed. When my husband came home that evening I told him I was going to start a Larkin Pantry. He said, 'What is that?' Well, I explained the best I could about it and told him about the wonderful Premiums I could get that way. The result was, I called Mrs. Shock and told her I was that new Pantry Secretary and sent off my first order.

We were all pleased. My neighbors couldn't believe I could fit them in dresses. Well, I said 'Just let me order one and see.' I have had lots of dress orders. I make oodles of extra Coupons off my dress sales and my Pantry stock of groceries don't last long either.

We had wanted a lawn mower for a long, long time, but never felt like we could get it. I got one as a Premium right away. We also had wanted a garden hose but it, too, was put off. But I also got a garden hose as a Premium.

My husband didn't have a watch, and kept saying he was going to get one, but there was always something else to get. He has had his Larkin watch for more than a year. I clothe myself and four children with Larkin apparel. I have my Larkin Club and very often some member will see just what she wants in my Pantry."—Mrs. Roy W. Bloom, Oklahoma.

## Order for a First Larkin Pantry

**Larkin Co Inc.**

Date.....1931

You may ship me a Larkin Neighborhood Pantry and \$100 worth of Larkin Products at current Catalog Prices. (This \$100 assortment of Products to cost me \$50.)

I agree to pay as follows:

First Payment—\$5 cash which I enclose with this order.

Other Payments—\$5 a month until the balance, \$45, is paid.

I am to receive the Secretary's Regular Coupon Reward on all these monthly payments. My initial Payment of \$5 entitles me to \$1.25 in Larkin Coupons.

This is my order for a *first* Larkin Pantry. According to your special offer in the May Larkin Idea, I am entitled to a Sessions 8-Day Mantel Clock No. 1416, free. Please send the Clock to my address on this order.

Mr., Mrs. or Miss 1		Write full name.—If you are not of legal age have parent sign line 2.	
Mr. or Mrs. 2			
Address		Town and State	
Nearest R. R. Station with Agent		County	
Former name and address if changed since last order		Value of real estate if property owner \$.....	
Occupation		Employer's Name and Address	

If you prefer you may have \$5 in Larkin Coupons in place of the Clock. This Special Clock Offer Expires June 30, 1931.  
531-A8404-L. I.



**MAY  
SPECIAL**

# Chocolate Pudding

**5¢** a Package  
**CASH PRICE**

REGULAR  
CASH PRICE **7½¢**  
A PACKAGE



## The Nickle Buys!

One nickle buys a package of Larkin Chocolate Pudding! One quart of milk makes it into the most delicious Chocolate Pudding you ever ate! Creamy... with a distinctive flavor obtained only by careful blending of the right ingredients. A wholesome dessert, yet so light it may be eaten any time of the day or evening.

### HURRY!

This May special lasts for 30 days only. So, do hurry and spread the news of this big nickle-special to your Club members and every Chocolate-Pudding-Eater you know. After June 10, you will have to pay the regular Catalog Half Price of 7½¢ a package. The coupon below entitles you to the special price of 5¢—be sure to attach it to your regular order. Mfg. wt. 5 oz.

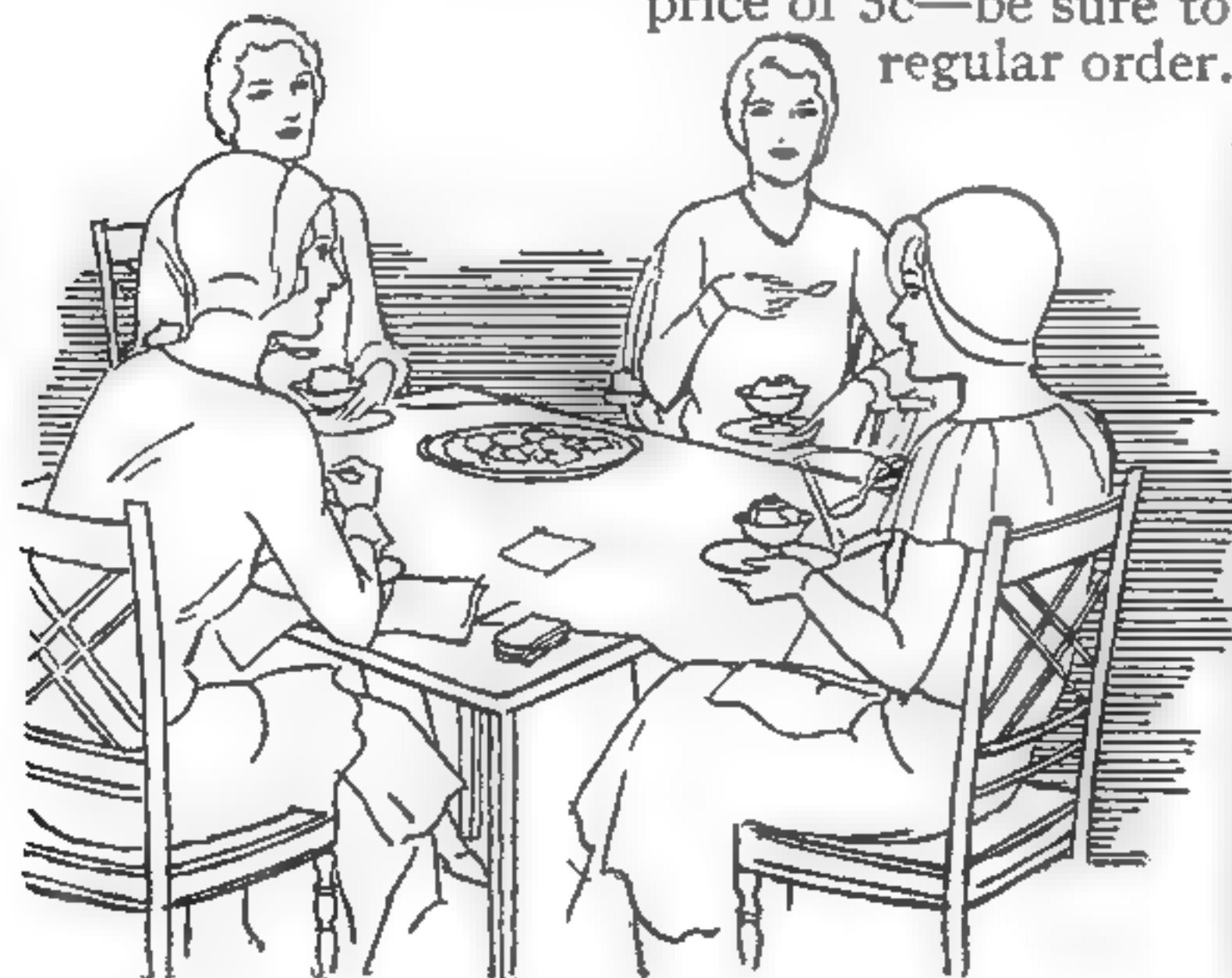
### Serve with Strawberry Cream . . . .

Larkin Chocolate Pudding may be prepared in 10 minutes. And if you want something new and tasty, serve it with the following: add a little strawberry jam, four or five fresh or canned strawberries to the cream and whip. This makes a delicious topping.



**Healthful for  
the children**

**Something quick  
and "different"  
to serve at the  
Bridge Party**



**Order As Many As You Want!**

**Use The Coupon!**

**Larkin Co Inc.**

**Good Until June 10, 1931**

Herewith is my regular Secretary's order for at least \$10. In addition, I have included in my remittance \$.....for which you are to send me .....packages of Larkin Chocolate Pudding at the special price of 5¢ a package, cash price, according to your Special Offer advertised in the May Larkin Idea.

(I understand I will receive the regular Reward on this order.)

NAME.....

ST. & NO.....

P.O.....STATE.....

531 CHOCOLATE PUDDING SPECIAL



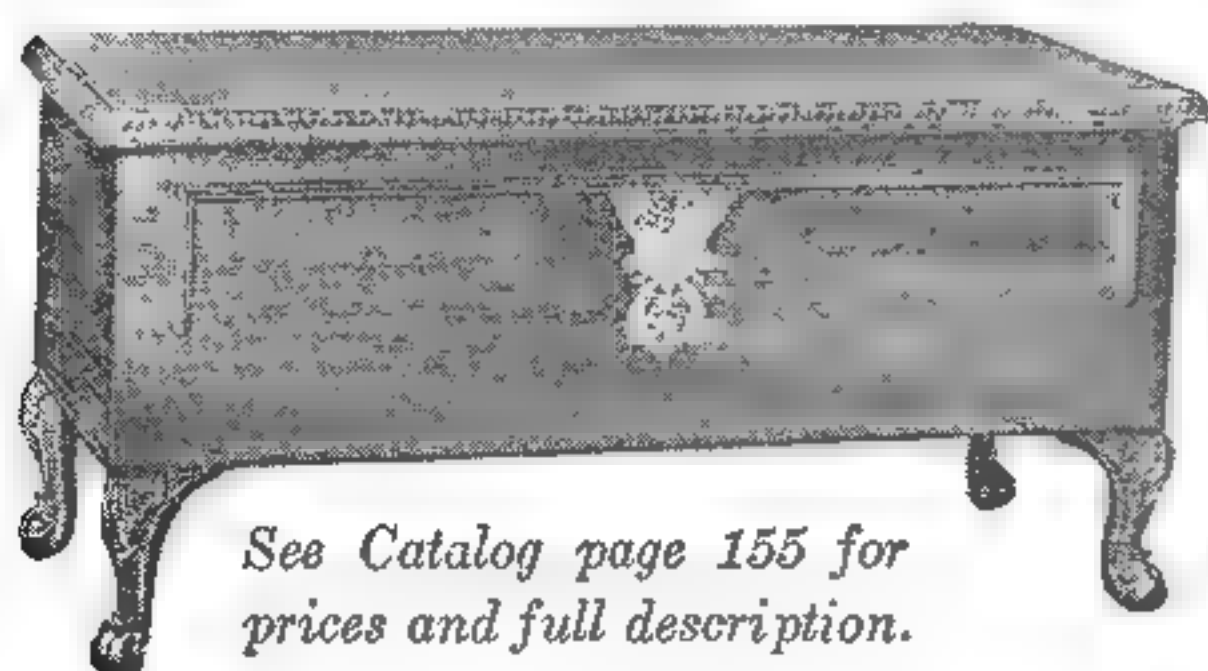


**A** READY answer for many of your Club members will be found in these pages. The member who comes to you asking "What shall I buy?" or "What Premium shall I select?" will not need to wait long for your answer if you have read these pages. Many of our Secretaries have expressed particular gratitude for these two pages, saying that they find them so helpful and so full of interest for their Club members.



**MR. H. W. SMITH** states that he is not at all surprised at the popularity of our "Lorraine" glassware, since this popular ware offers such an attractive combination of crystal and color. Bowls of the sherbets, goblets and tumblers are of clear crystal cut with a lovely bow-knot and floral design, with feet of the stemware offered in a choice of either green or pink. Just look at the descriptions and money-saving prices on page 126 of the catalog!

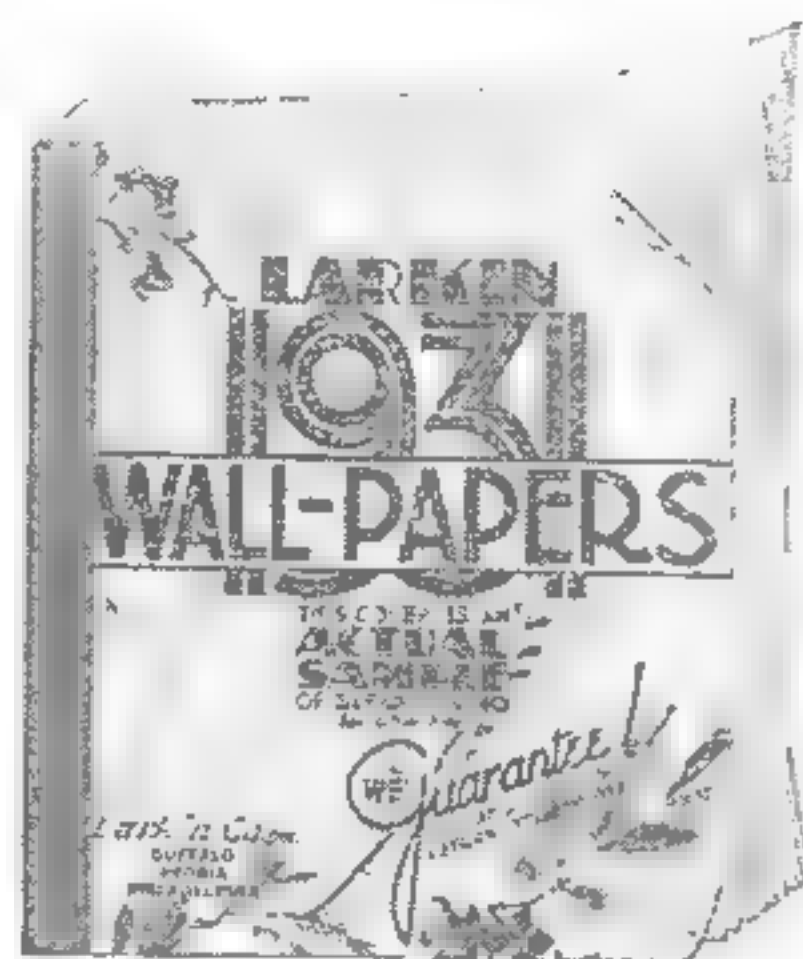
**"JUST** now," says **MR. G. W. MILLER**, "thoughts of everyone are turning as to what to give the June bride." There's no doubt in Mr. Miller's mind about one present with which *she* would be more than delighted. He suggests Cedar-lined Walnut Chest No. 2111. This chest, pic-



See Catalog page 155 for prices and full description.

## LITTLE CHATS ON A GLIMPSE OF A FEW LARKIN PRODUCTS

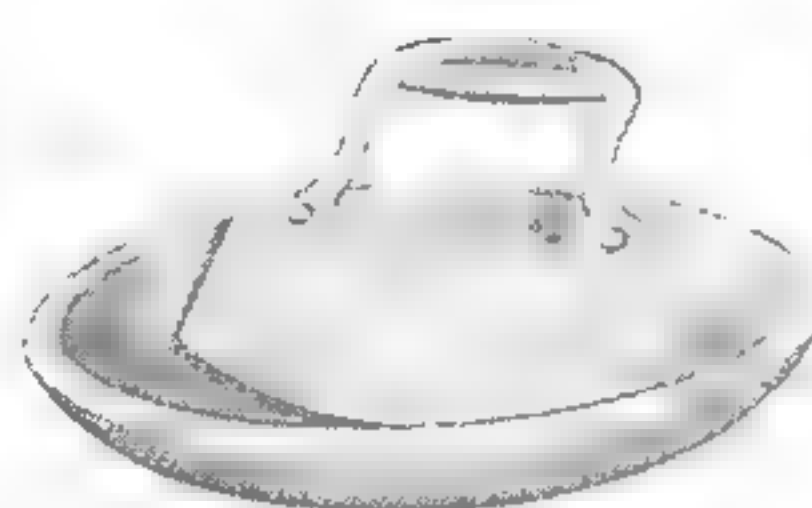
tured on page 155 of the catalog, marked "C," is offered in three sizes. It is very handsome, indeed, in its quiet simplicity of design and beauty of finish.



**HAVE** you your very own copy of the 1931 book of Larkin Wall Paper samples? You should have at

least two or three copies of this Wall Paper book on hand for circulation among your Club members and friends. "The fresh and delightful designs of these new wall papers," says Miss ELLA LINCH, "are all selected from the manufacturer's very latest creations. Until you actually see this Wall Paper book you have no idea of the widely varied designs that are to be found at amazingly low prices in the Larkin 1931 sample Wall Paper book!"

No.  
156

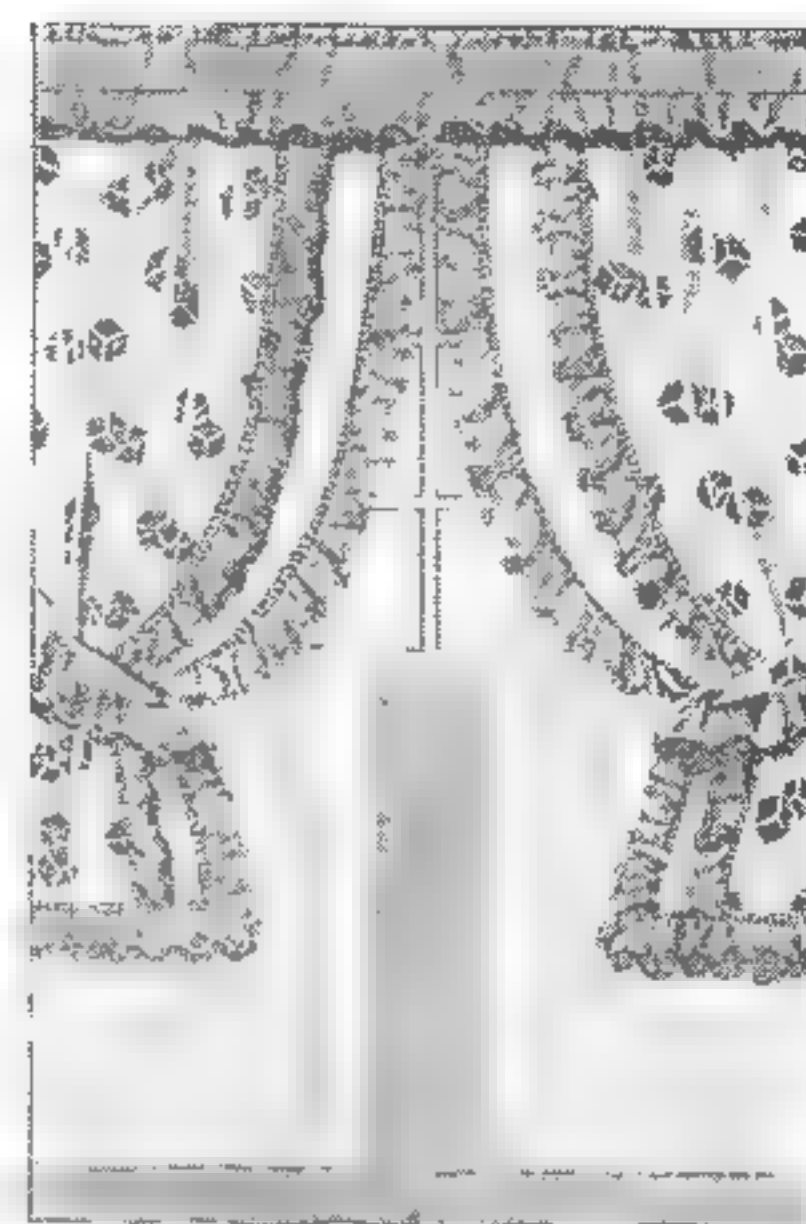


90c  
with  
PREM.

**"THERE** are many occasions when a small chopping bowl is a necessity," says **MR. H. W. SMITH**, who buys our line of hardware and kitchen supplies. And for this very purpose Mr. Smith has chosen Chopping Bowl No. 156 for Larkin folks. This 9-in., smooth hardwood bowl answers the purpose very nicely for chopping smaller portions of meat, vegetables, etc. The strongly constructed single-blade knife is made of stainless steel; the iron handle is finished in green. Offer shown on page 67 of the catalog.

Set  
2750  
With  
\$3  
Pur.  
or  
Cpns.

See Catalog  
page 117.



**"I**N no way is a room more toned up and brightened for little expense than by the addition of a new set of curtains," says **MR. E. W. TURNER**. In these days when cottage curtains are so attractive, he suggests Cottage Curtain Set No. 2750 as one bound to prove popular. The curtain for the lower sash is of cream voile with a band of green; the curtains for the upper sash are of voile and the design printed in interesting colors, with ruffles of green.

**"O**NE of the most marvelous values in the whole Larkin line of Premiums is Traveling Bag No. 3917," says **MR. E. W. TURNER**. Just think of a real cowhide leather bag in the popular walrus grain, with all those features that mark a high-class bag, yours with only a \$10 purchase, or \$5 cash! Acquaint yourself now with all the splendid points of this bag, by reading its description on page 143 of the catalog.

3917 \$10 Purchase  
With or Coupons





# TIMELY OFFERS

## AND PREMIUMS AS OUR BUYERS SEE THEM



1748  
Illustrated

**B**ETWEEN the velocipede days and the day when the youngster owns a large standard-size bicycle, the Junior sidewalk bike is ideal. MR. L. D. HUNTER says that parents, too, are happy to have a bike that fills in a year or two of intervening time and makes the youngster mature enough to ride a road bicycle. Larkin Junior Bikes are offered in models for boys and girls. They combine all the necessary features including parking stand, bell, tool bag, etc. They are well built and offered at a very saving price. See Catalog page 204 for description.

1748 For Boys

1194 For Girls

Either with **\$25** Pur. or Cpns.



3535  
With  
**\$5**  
Pur.  
or  
Cpns.

**H**OW to carry the baby most comfortably in the car is always a problem. Certainly the best way is for the youngster to have a comfortable seat of its own. MR. L. D. HUNTER says that Baby Auto Seat No. 3535 is "just the ticket!" It will fit any make of car and any type except the coupe.

Now with the coming of the bright summer months mother will find that a little investment will enable her to take a real pleasure in the car this

year, especially if she expects to do the driving. For description see Catalog page 187.

**F**OR real down-right value in writing paper, MISS ELLA LINC calls attention to Larkin Writing Paper No. 4. Package contains 72 sheets of white, linen-finish paper, unruled, 4 $\frac{7}{8}$  x 6 $\frac{1}{2}$  in. And for envelopes to go along with this paper you will, of

Writing  
Paper  
No. 4  
**35c**  
with  
PREM.



Pkg. of 50,  
Envelopes  
No. 3,  
**25c**  
with PREM.



Offers shown on  
Catalog page 51.

course, select envelopes No. 3, which match the writing paper. These envelopes of excellent quality have the long, pointed flaps. Here, too, is a big value!

**T**HE bag that has certainly taken the fancy of the woman who travels is the neat, light-weight black fabrikoid bag. To the outward eye they all look alike. But MR. TURNER, who selects them, examined many lines before choosing the Fabrikoid Overnight Cases offered in the Larkin Catalog. They represent real quality, value and are so attractively priced! For full description see page 142 of the catalog.

Offered in 4 different sizes to suit individual tastes

4189 **\$10** Purchase  
One With or Coupons



*Do  
You know  
that -*

**N**OW is the time to begin your preparations for beautifying the yard and garden? On pages 52 and 53 of the Larkin Catalog are offered a fine assortment of bushes, bulbs, plants and vines, as well as flower and vegetable seeds, from some of the world's largest growers. All are guaranteed to give satisfaction, at prices far under the usual retail selling prices. Now turn to page 53 for illustration in color!

*Kneeling Pad No. 4 is the last word in comfort for your knees, when there is work to do? It's handy when scrubbing, painting, polishing, working on the auto or in the garden. The pad is soft and pliable. Made of red, washable, pure sponge rubber. Size 14 x 7 inches. See Catalog page 70 for further details.*

No. 4, **60c** with PREMIUM

*You can serve your salads, ices and gelatine desserts much more attractively and conveniently by using our Glass Jelly Molds, shown on page 68 of the catalog? The set consists of six fancy-shaped molds.*

Set, **50c** with PREMIUM

An artistically designed pier cabinet will do wonders toward toning up the appearance of the living-room? Our Pier Cabinet No. 2748 is just such a cabinet. The front and top and cupboard door are of finely figured walnut veneer. It has two spacious shelves and a handy cupboard. See page 164 of the catalog for illustration and further details about this wonderful cabinet.

2748 With **\$23** Pur. or Cpns.



## The Larkin Idea

PUBLISHED AND COPYRIGHTED 1931  
BY LARKIN CO INC

A Monthly Magazine for Larkin Secretaries.  
Mailed Free

*Larkin Co Inc.*  
ESTABLISHED 1875

PEORIA, ILL. BUFFALO, N. Y. PHILADELPHIA, PA.

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LARKIN CO OF ILLINOIS	LARKIN CO OF ILLINOIS

VOL. XXVII MAY, 1931 No. 5

The Larkin Secretary has an opportunity for real service these days!

Her own family, her "in-laws," the friends she has in her church society or at the lodge, all of them are looking for money-saving values.

And where can you find more marvelous values than in your Larkin Catalog? In Soaps, in foods, in countless other household supplies you use every day Larkin prices have dropped to rock-bottom levels.

And how Larkin customers have responded to these new prices! The new prices on Sweet Home Soap, Larkin Soap Chips and Larkin Honor White Soap have been the talk of Larkin Clubs the country over. The orders that have poured in at these new low prices prove that Larkin customers are quick to recognize Larkin saving.

And now comes the latest price reduction...Larkin Teas. One more big worth-while saving. They join all the other important price reductions. Tell your friends of these new low prices. Tell them the almost two-for-one value Larkin Club members get in a Larkin Club!

Last month we told you the story

of Mrs. Civile of Ohio and a recent order of hers. We told you how her order for Products totaled \$10.01....how we shopped this order in the stores....how we found that when the value of the Products and Premiums on her order were totaled, for her \$10.01 she had obtained \$18.81 value.

This month, as promised, we have given you another interesting money-saving experience. Once again we took an order at random from our files....the order of Miss Thelma Ferry of Dallas, Pa. On pages 3 and 4 of this issue of The Larkin Idea we have given you the complete information concerning that order. We have made a price comparison of the Products in that order, item by item, with store prices. We have pointed out the value of the Premium which she received. We have showed you that for \$10.15 she received a total Product and Premium value of \$19.76.

Truly, it pays daughter today as well to belong to a Larkin Club as it did mother twenty to thirty years ago. If anyone doubts it, show these convincing figures. And after you have shown them, ask your inquiring friend if she can afford to overlook such an opportunity for saving. The housewife who wishes to prove herself the wise partner in the home will think long before she passes by this chance to stretch the

## Mother's Day

FRANCIS B. FRAZEE

Could I but have thee back O Mother mine to-day,  
How swift my lips to speak of love, my heart would say,  
The little words too oft unsaid of gratitude,  
For all thy loving care and sweet solicitude.

For life with crowding years has made me understand,  
Thy willing unselfed sacrifice of heart and hand.  
The faith bestowed unswerving through the years,  
The hopes, the prayers, the hours of happiness and tears.

And though the hour is past to bring the garlands gay,  
My heart o'erflows for thankfulness this Mother's Day,  
That through the mists of time at last is understood,  
God's priceless gift to man of loving Motherhood.

buying power of the family dollars.

Thousands of readers of The Larkin Idea will tenderly and lovingly celebrate Mother's Day this year. And closely associated with the memory of mother's love of home will be a mind picture of the home itself. As you, yourself, look back upon that home, how closely Larkin furnishings are intertwined with your thoughts. In living-room, dining-room, bedroom and kitchen you see with your mind's eye many a Larkin Premium brought into the home through mother's wisdom and thrift.

Assuredly today, you will join thousands of others who say to themselves with a nod of the head "After all, mother knew just what she was about. In these days when we have to get back to saner living and more practical economy, in the Larkin Plan mother pointed the way for my housekeeping budget and buying."

Have you started your extra Club yet? Have you earned the one dozen Oneida Community "Duro" Plate teaspoons free with the first order of an extra Larkin Club? Thousands of Secretaries are getting the habit. Their example is a good one. Follow it now!

—FRANCIS B. FRAZEE



# "A Continuous Club for Twenty-Six Years"

by MRS. FLORENCE TRUNNELL

*Editor's Note: What an eloquent testimony to the value of Larkin Dealing . . . a continuous Larkin Club for twenty-six years! Wouldn't you like to take a look into the homes of these Club members and see the lasting and permanent testimony to the value of membership in a Larkin Club . . . testimony shown in the form of home comforts? Just think of all the lovely things that Mrs. Trunnell must have earned as Larkin Rewards in her spare moments!*

IT may interest you to know that I have been a Larkin Secretary for twenty-six years. I was in a Club for several years and then I organized a Club on April 15, 1905 and have had a continuous Club up to the present time. I have one member who has been with me since I started.

For about fifteen years I had a Club-of-10 and for the past eleven years I have had a sixteen months' Club.

My members like the sixteen months' Club best, as it is only one dollar and twenty-five cents each



MRS. FLORENCE TRUNNELL  
District of Columbia  
*who has written us the inspiring letter  
which accompanies this photograph.*

month for sixteen months and they get two Premiums.

I take great pleasure in working for your company as everything is just as you represent it and you have always been fair in your dealings. My Club members are always pleased with their Products and Premiums.

I have enjoyed the innumerable Premiums that I have received as a reward for sales service. Some of the nice things I have received are silver, china, furniture, clothing and Products of all kinds. I hope to continue my Clubs for many more years.

## Little Folks Know Larkin as Their Friend



NOW that out-of-door days have come, it is time to think of the children's playthings. Just ask them what pages they love in the Larkin Catalog. It will not take them long to point out the doll carriage, wagon or automobile that they have picked out to make their play-time happy!

Doris Elaine, attractive little daughter of Mrs. Estella Reuss of Penn Yan, N. Y. She is wearing a Larkin Dress and is shown here with her Larkin Doll and Carriage.

This happy quartette get much enjoyment from their Larkin Wagon. They are the children of Mrs. A. J. Chastenay of Burlington, Vt.



Patricia Marie Roussey, sweet as can be in her Larkin Kiddy Car. She is the "prize" daughter of Mrs. Theo T. Roussey of South Bend, Ind., having won a silver cup at a baby show in Mishawaka.



Chester Watters, out speeding in his "Blue Streak" Auto, which he received from Larkin Santa. He is the son of Mrs. Euclid Watters of Brandon, Vermont.



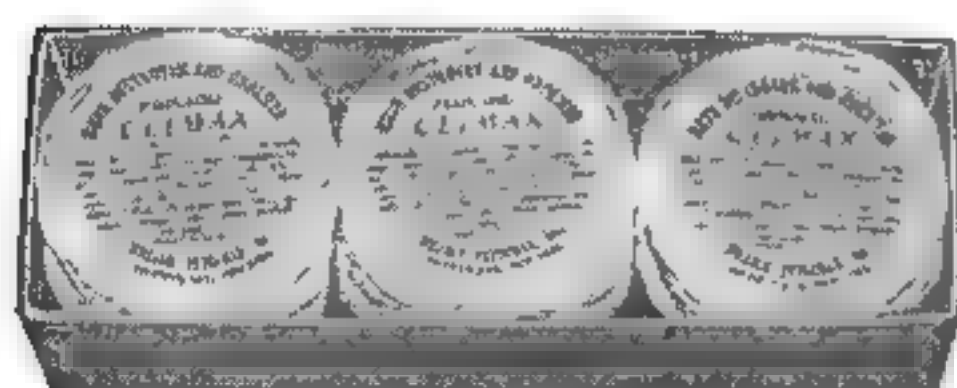
## CHOOSE A FRAGRANT MOTH EXTERMINATOR

WHAT woman wouldn't prefer a fragrant moth exterminator! Perfect protection—no unpleasant odor! Experience this satisfaction by the use of

### Perfumed Moth Exterminator No. 3

This delicately perfumed, scientifically prepared moth destroyer actually kills moths. When cellophane wrapping is removed, cake evaporates giving off gas which penetrates clothing. 6 cakes  $\frac{3}{8}$  in. x 2 in. in diameter. Mfg. wt. 8 oz.

Pkg. of 6 cakes, 85c with PREMIUM



### For Comfort and Economy...

TRY a pair of these soft, pliable stocking protectors. They will doubly delight you! No more "slipping at the heel" and causing blisters. And when it comes to hose protection, what a blessing! Wear these! Don't darn!

Just slip the protectors over your stocking heels before stepping into shoes. They hug the heel.

Stocking Protectors No. 1  
Size 2 (fits 8 to 8½ hose)  
Size 3 (fits 9 to 9½ hose)  
Size 4 (fits 10 to 10½ hose)

STATE  
SIZE

Pair,  
40c  
with  
PREM.



## Prize Winners in Recent Rainbow Table-cloth Contest

CONGRATULATIONS to the winners in the Rainbow Table-Cloth sales contest!

In the stiffest kind of sales competition the Secretaries named below carried off the honors. A number of ties developed in the last place and additional prizes were awarded. Victory in this contest proved a Larkin Secretary, indeed, a super sales woman.

Winners will note that in the enumeration of names below, cities and

towns are omitted and that names classified according to their state residence. As recounted on page 22 of The Larkin Idea, this step is taken for the protection of our people from all kinds and characters of agents and sales schemes for which Larkin Co cannot vouch. We believe, despite our care in the circulation of The Larkin Idea, that it falls in the hands of people who are prone to make use of it in solicitation for private enterprises.

### FIRST PRIZE . . . . 3 Cloths

Mrs. A. J. Hellings . . . . . Pennsylvania

### SECOND PRIZE . . . . 2 Cloths

Mrs. Geo. R. Stein . . . . . Pennsylvania

### Secretaries Winning One Table-cloth:

Mrs. Abbie E. Geer . . . . .	New Hampshire	Mrs. Amber E. Huntley . . . . .	New York
Mrs. E. J. Kleemann . . . . .	Wisconsin	Mrs. Martha Mitman . . . . .	Pennsylvania
Mrs. Frank Ritz . . . . .	Pennsylvania	Miss Evelyn Howard . . . . .	Wisconsin
Mrs. Maggie P. Wilson . . . . .	Pennsylvania	Mrs. E. E. Adams . . . . .	Michigan
Mrs. Mary Estes . . . . .	Virginia	Mrs. E. Benson . . . . .	New York
Mrs. Rev. E. Wengard . . . . .	Ohio	Mrs. Mayme A. Bush . . . . .	Ohio
Mrs. Curtis Fuller . . . . .	Pennsylvania	Mrs. Luella M. Long . . . . .	Pennsylvania
Mrs. Clyde W. Longenebach . . . . .	Pennsylvania	Mrs. R. C. Powell . . . . .	Indiana
Mrs. Jennie Patterson . . . . .	Pennsylvania	Mrs. W. C. Schafer . . . . .	Pennsylvania
Mrs. O. W. Cargill . . . . .	New Hampshire	Mrs. Herbert E. Small . . . . .	Maine
Mrs. Geo. A. Howard . . . . .	Connecticut	Mrs. Earl Sutherland . . . . .	Iowa
Mrs. George Williams . . . . .	Pennsylvania	Mrs. Clement Alderfer . . . . .	Pennsylvania
Mrs. Moses Light . . . . .	Pennsylvania	Mrs. C. H. Damon . . . . .	Pennsylvania
Miss Fay Kamerer . . . . .	Pennsylvania	Mrs. Joseph Hammen . . . . .	Ohio
Mrs. S. W. Knapp . . . . .	West Virginia	Mrs. J. Y. Jones . . . . .	Pennsylvania
Mrs. Ralph Edwards . . . . .	Pennsylvania	Mrs. John H. Shue . . . . .	Pennsylvania
Mrs. Wm. E. Stewart . . . . .	New York	Mrs. Cassie Redfern . . . . .	New York
Mrs. Harry E. Fillman . . . . .	Pennsylvania	Mrs. Anna Gardner . . . . .	Pennsylvania
Mrs. Flossie Wiard . . . . .	New York	Mrs. Helon M. Harrell . . . . .	New York
Mrs. E. C. Swope . . . . .	Pennsylvania	Mrs. Abram F. Lear . . . . .	Pennsylvania
Mrs. W. L. Koon . . . . .	Nebraska	Mrs. James Musser . . . . .	Pennsylvania
Mrs. S. L. Meyers . . . . .	Nebraska	Mrs. Geo. Reinbold . . . . .	New York
Mrs. Alvin Evans . . . . .	Pennsylvania	Mrs. James Taylor . . . . .	Ohio
Miss Esther Magill . . . . .	Pennsylvania	Mrs. Harvey C. Wieand . . . . .	Pennsylvania
Mrs. Kate L. Hains . . . . .	Pennsylvania	Mrs. John Bush . . . . .	Pennsylvania
Mrs. John Singer . . . . .	Pennsylvania	Mrs. D. H. Gordon . . . . .	Kansas
Mrs. Leslie J. Perry . . . . .	New York	Mrs. Thos. A. Hamilton . . . . .	Pennsylvania
Mrs. Joe Crouse . . . . .	Ohio	Mrs. George C. Jerread . . . . .	Pennsylvania
Mrs. D. H. Humphries . . . . .	West Virginia	Mrs. Geo. W. Johnston . . . . .	Pennsylvania
Mrs. Jos. Snyder . . . . .	Pennsylvania	Mrs. Martin W. Jones . . . . .	New Jersey
Mrs. Edith Wasley . . . . .	Pennsylvania	Mrs. Minnie Keister . . . . .	Illinois
Mrs. Hannah S. Daniel . . . . .	Pennsylvania	Mrs. Catherine G. Lockard . . . . .	Pennsylvania
Mrs. Annita Serenari . . . . .	Pennsylvania	Mrs. Grace Mays . . . . .	Pennsylvania
Miss Cora A. Draper . . . . .	Maryland	Mrs. J. P. Ordway . . . . .	New York
Miss Lottie M. Kauffman . . . . .	Pennsylvania	Marlowe Schlenker . . . . .	Pennsylvania
Mrs. Omer Pomerleau . . . . .	Maine	Mrs. Irvin Spencer . . . . .	New York
Miss Margaret Eyanson . . . . .	Pennsylvania	Mrs. Georgiana Tetreault . . . . .	Massachusetts
Mrs. H. E. Fry . . . . .	Pennsylvania	Mrs. Andrew F. Wilson . . . . .	New York
Mrs. Morris H. Krause . . . . .	Pennsylvania	Mrs. Lester Hess . . . . .	Pennsylvania
Mrs. V. May Ryan . . . . .	Pennsylvania	Mrs. Philip J. Laronde . . . . .	New Hampshire
Mrs. A. L. Schlingens . . . . .	South Dakota	Mrs. Harvey Stoneback . . . . .	Pennsylvania
Mrs. Frank N. Smith . . . . .	Iowa	Mrs. Stanley Regis . . . . .	Massachusetts
Mrs. L. Carroll Hopkins . . . . .	Maryland	Miss Elizabeth Tobolski . . . . .	Pennsylvania
Mrs. Wm. Lesperance . . . . .	New York	Mrs. Fred Enterline . . . . .	Pennsylvania
Mrs. Anna Crook . . . . .	Pennsylvania	Miss Ida E. Gramm . . . . .	Pennsylvania
Mrs. William J. Binder . . . . .	New York	Mrs. A. Gruber . . . . .	Pennsylvania
Mrs. Samuel Kramer . . . . .	Pennsylvania	Mrs. Monroe Myers . . . . .	Pennsylvania
Mrs. W. K. Ray . . . . .	Pennsylvania	J. G. Anderson . . . . .	New Jersey
Mrs. Vernal H. Treibly . . . . .	Pennsylvania	Mrs. H. Cook . . . . .	Kansas
Mrs. H. L. Derstein . . . . .	Pennsylvania	Mrs. Anna Gerrity . . . . .	Pennsylvania
Mrs. J. R. Setser . . . . .	Kentucky	Mrs. A. F. Gosner . . . . .	Pennsylvania
		Mrs. W. E. Latshaw . . . . .	Pennsylvania
		Mrs. W. Snyder . . . . .	New Jersey
		Mrs. Clara E. Wain . . . . .	New Jersey

10 extra prizes given because of ties.



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HERE are three cookie recipes—just as grandmother used to make them. Nothing elaborate about these cookies... but good? Well, just try to keep the cookie jar filled!

And, to give them a modern touch in case you wish to serve them at a party, why not get Cake and Sandwich Cutters No. 2 on page 68 of the Larkin Catalog? Six shapes for 35c cash and they do make the cookies look so much more attractive.

### Healthful . . .

#### Oatmeal Cookies

Cream 1 cup of sugar and 1 cup of shortening. Add 3 beaten eggs, 4 tablespoons of sour milk in which  $\frac{3}{4}$  of a teaspoon of baking soda has been stirred. Then add 1 cup of chopped raisins, 2 cups of rolled oats,  $\frac{1}{2}$  teaspoon of cinnamon,  $\frac{1}{2}$  teaspoon of cloves and a pinch of salt. Mix with 2 cups of sifted flour. Roll out and cut with cookie-cutter.

### Delicious . . .

#### Molasses Cookies

Cream 1 cup of granulated sugar and 1 cup of shortening. Add 1 beaten egg, 2 cups of molasses, 2 teaspoons of ginger, 2 teaspoons of cinnamon and a pinch of salt. Dissolve 2 teaspoons of baking soda in 1 cup of boiling water and add to other batter. Mix in 4 cups of sifted flour or more if needed. Roll out and cut. May be sprinkled with granulated sugar.

### Old-fashioned . . .

#### Sugar Cookies

Cream  $1\frac{1}{2}$  cups of sugar and 1 cup of shortening. Add 2 beaten eggs, 1 cup of milk, 4 teaspoons of baking powder and  $\frac{1}{2}$  teaspoon of salt. Mix in 4 cups of sifted flour and more if needed. Flavor with lemon or vanilla. Roll out and cut with cookie-cutter. Sprinkle tops with granulated sugar.

## ENLARGED PORES ?

### This Home Treatment Shrinks Them

ENLARGED pores are home-ly. No woman wants them. They clog up with powder and rouge, making the skin look "patchy". Eventually they cause blackheads.

But, here is an inexpensive home treatment that any woman can use to reduce enlarged pores. First, cleanse the face thoroughly. Larkin Cleansing Cream is very soft and very light for this purpose. It not only cleanses the surface skin but the deep skin pores, too.

Next apply Witch Hazel Vanishing Cream...just enough to cover the skin. It's so astringent—with its 60% pure Witch Hazel—that you can actually feel the skin tighten. The pores

shrink. Many of the little laughing lines around the eyes and mouth are smoothed away. And, this cream is so good for your skin!

Start this home treatment by including a jar of Larkin Witch Hazel Cream in your very next order. Then, faithfully follow the above instructions.



Larkin  
Witch Hazel  
Vanishing  
Cream

*A Vanishing Cream  
and an Astringent  
both in one jar!*

4-oz. jar,  
**60c**  
with  
PREM.

**"The Cream With a Dozen Uses"**

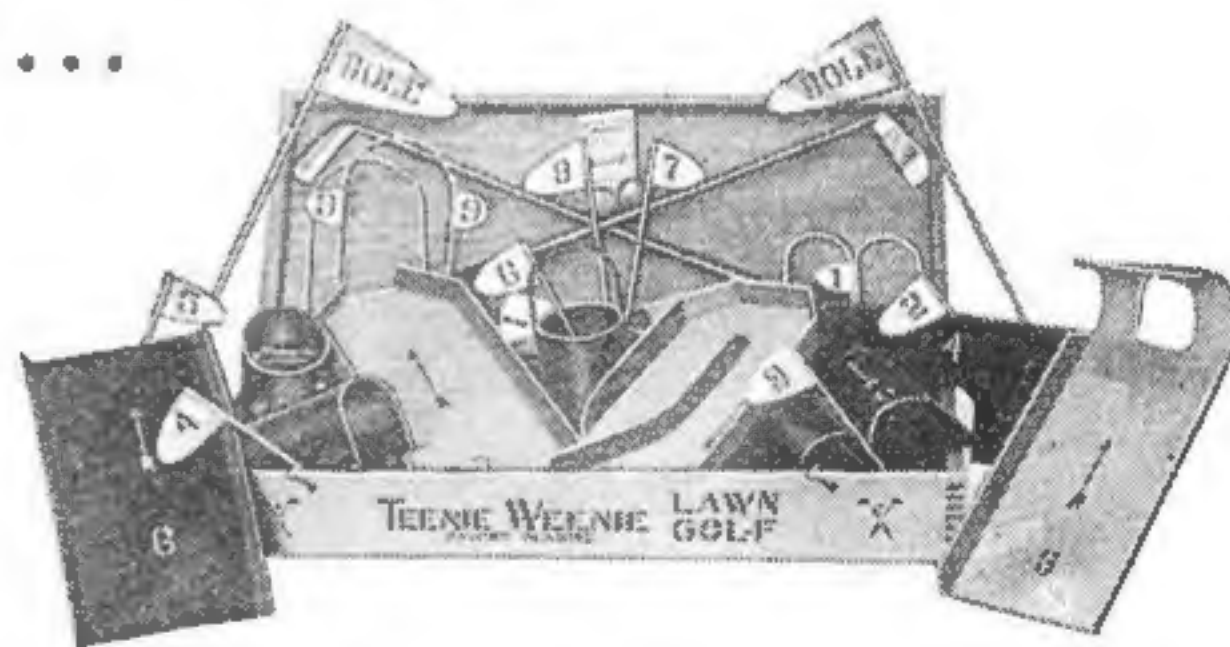
## REAL SPORT ON YOUR OWN LAWN

GOOD times at home cost less! And what fun a little investment in some worth-while games contributes. What sport for the whole family and friends, provided right on your own lawn for little money!

On your own home "greens" . . .

### Teenie-Weenie Miniature Golf Set

The set, which contains everything necessary to make a complete nine-hole course, consists of nine interesting, difficult, numbered hazards and a like number of numbered flags, representing the various tees, 2 cups to sink in the ground, two full-length putters of hardwood with nickel-plated, iron heads, 2 balls, directions for laying out the course, and rules for playing.



2665 **\$17** Purchase  
With or Coupons  
Mailing weight 27 lbs.

## Croquet . . . the ever-popular lawn game

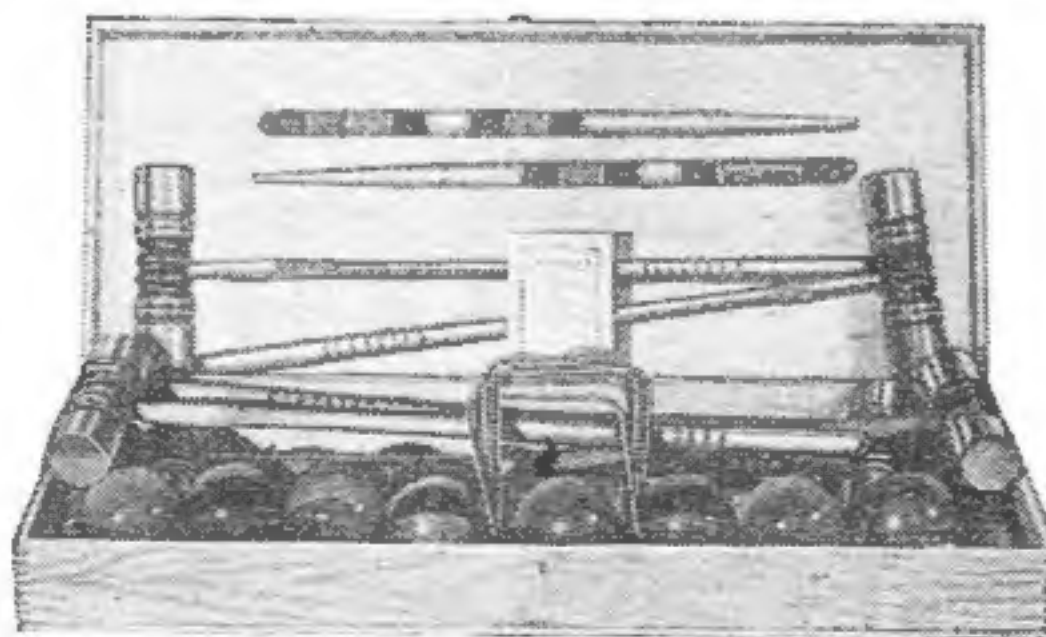
### Croquet Sets

**4762** An unusually fine set of 8 balls, 8 mallets, 2 posts with stripes, extra-heavy arches. Mallet heads extra large—8 in. long. Wood parts heavily and brightly varnished. Directions for playing. Mlg. wt. 24 lbs.

4762 **\$10** Purchase  
With or Coupons

**3111** A good set of 6 mallets, 6 balls, 2 posts of hardwood and wickets. Balls, mallets and posts varnished. Mlg. wt. 16 lbs.

3111 **\$5** Purchase  
With or Coupons



Set No. 4762 (illustrated above)



# What is a Bargain?

by EDNA J. LONG

SOME folks think because a price is lower than usual they're getting a bargain. That isn't a bargain—oh, no! A bargain is some standard item you get at a price lower than it is worth or than it was originally made to sell for.

Take so-called dress bargains, for instance. Many are a total loss; there are so many "catches" not apparent at the time of purchase. A dress may look exactly like another and yet be nothing like it. You see, the very same design can be used on any grade of goods a manufacturer wants to print it on. Too, it can be printed so it is either fast to washing, fast to sun, or fast to all three—washing, sun and perspiration. Yet each may truthfully be claimed fast-color.

Again, the dress may seem to be all one could desire and later you find the pleats so narrow they won't hold, the flare is nothing more than

slanted side-seams that sag and "poke" out, it's short, armholes are shapeless, and the half-sewn seams and hem pull out at the least provocation. To top this off, the materials have not been allowed to shrink properly in the finishing so the dress shrinks every time it's washed. Surely, such dresses aren't a bargain at any price.

When we were advertising our dollar dresses, stores around town were advertising the same type at prices way below ours. One ad pictured a dress exactly like our No. 350 and described it the same—but their price was 77c! Right away, I thought our prices too high. The manager of our Garment Department tried to tell me those dresses were not worth one cent more than 77c but I had to see for myself. The result? He can say, "I told you so."

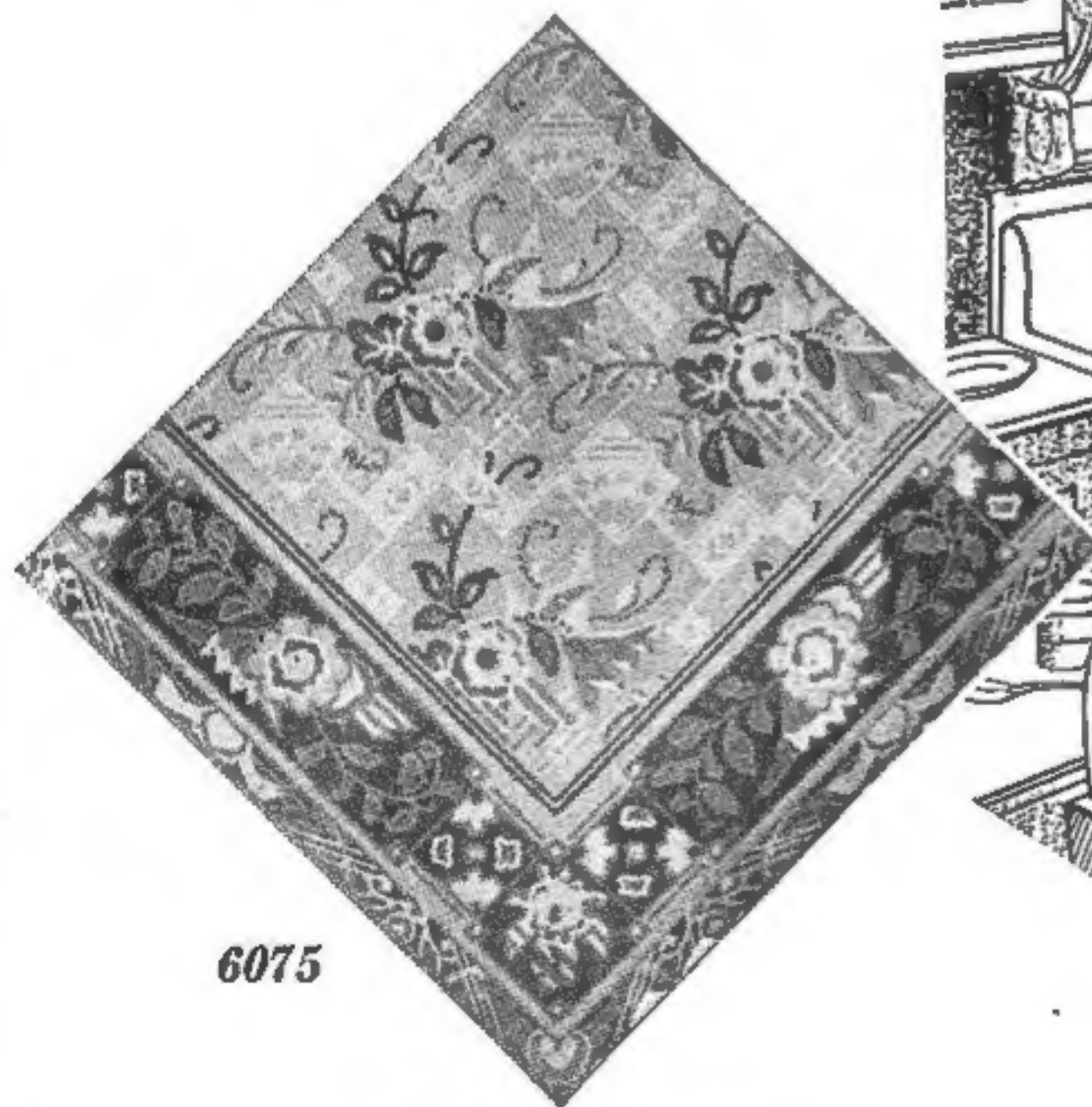
Our dresses were worth at least

\$1.50 in comparison. Not only were all the things I've mentioned, done to those dresses, but the materials were coarse. I wouldn't have taken them as gifts. They were *bargain-made* dresses—the price set and dresses made to fit the price!

Larkin Co offers no bargain-made dresses. Ours are styled, the materials are selected, with quality and lasting satisfaction as prime requisites, and THEN we set the price as low as possible. Larkin-made dresses prove themselves bargains in the highest sense. The sheer frocks in this book are an excellent example—a bargain-sale price of \$1.95 would be low for them elsewhere, I am sure.

Don't let this universal cry of PRICE! PRICE! PRICE! fool you. Larkin always saves you more in the long run.

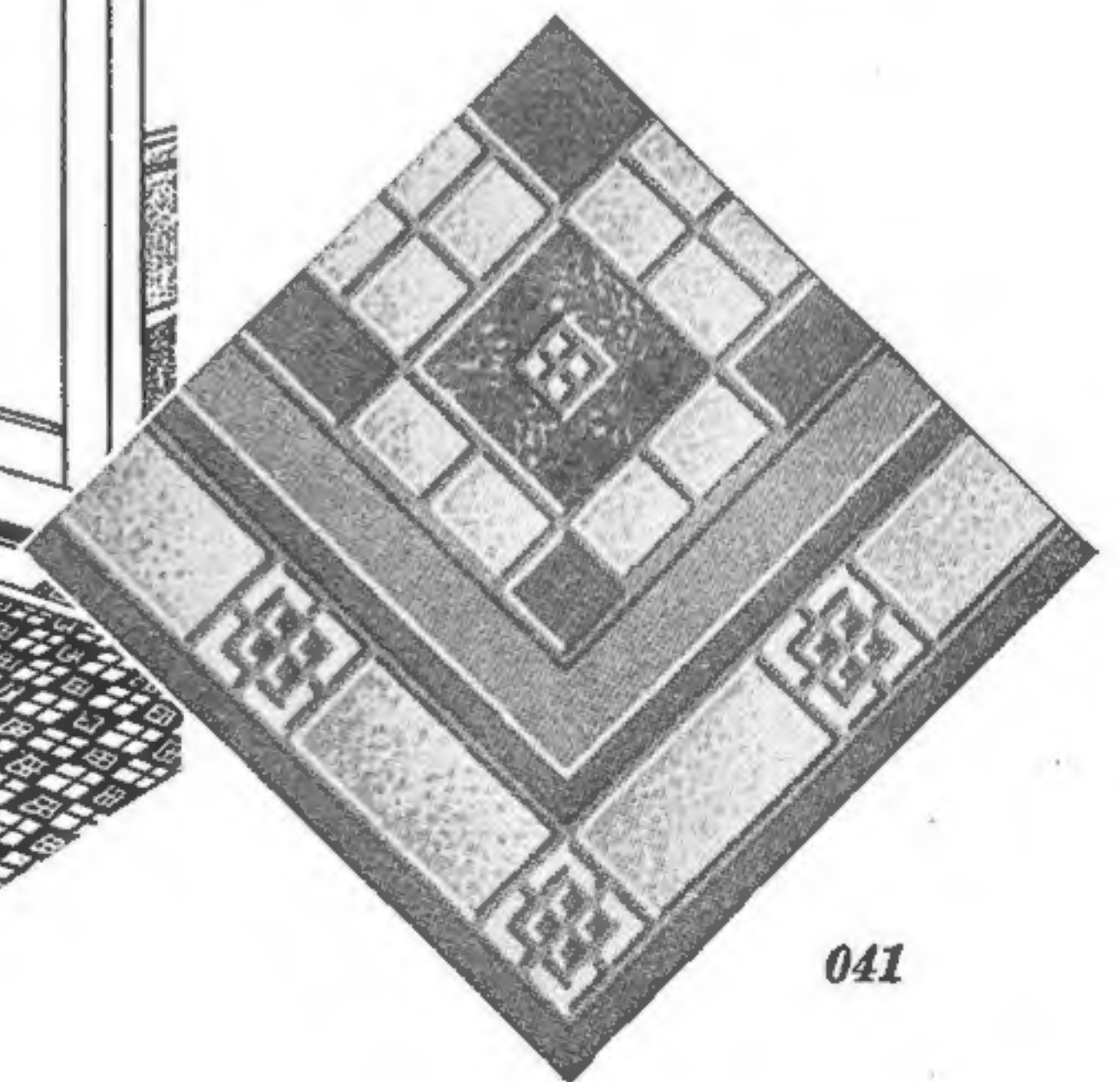
for Dining-Room  
and Kitchen



6075



for Living-Room  
and Sun-porch



041

Rug No.	Size	Purchase or Coupons	Shpg. Wt.
6075M9	6 x 9 ft.	\$ 6.50	20 lbs.
6075M10	7½ x 9 ft.	7.50	25 lbs.
6075M15	9 x 10½ ft.	10.50	34 lbs.
6075M13	9 x 12 ft.	12.50	39 lbs.

TO see these rugs in color, turn to page 105 of your Larkin spring-and-summer Catalog.

Rug No.	Size	Purchase or Coupons	Shpg. Wt.
041M9	6 x 9 ft.	\$ 6.50	27 lbs.
041M10	7½ x 9 ft.	7.50	32 lbs.
041M15	9 x 10½ ft.	10.50	44 lbs.
041M13	9 x 12 ft.	12.50	50 lbs.
041M18	9 x 15 ft.	14.50	60 lbs.

## Choose these wonderful rugs for Value—Beauty—Service

**Value** Carefully selected materials, the vastly superior workmanship, the beauty of design and pattern assure you that these rugs are indeed super value.

**Beauty** You will be delighted with either the tile pattern with its cool, crisp green and ivory and black or the floral design with its green, red, brown and black on a tan background.

**Service** Layers of selected felt upon which the pattern is printed are a guarantee of long wear and durability. And how easy these rugs are to clean.



# New

# Price!

~~\$72~~

**\$67<sup>50</sup>**  
**CASH**

Easy Payment Price  
formerly \$80.00

**NOW \$75.00**

*\$6 Down \$6 Monthly*

## The Quaker Maid MODERN ELECTRIC WASHER

*Fully  
Guaranteed*

QUAKER Maid at its old price was a marvelous value! And now comes news of a sharp price reduction, making it a washer buy "that no woman can afford to overlook."

**"Easy! Safe! Fast!"**

*These words tell the story of the Quaker Maid*

This great porcelain tub electric washer has all the essential features of the highest-priced machines. Cleans a tubful of clothes in a few minutes.

And besides being a modern mechanical marvel, the Quaker Maid is a beauty in appearance. It is finished in two harmonizing shades of high-luster green enamel. It has a glistening, mottled porcelain tub of standard, six-sheet capacity.

### Produced by Nationally-Known Makers

Quaker Maid is the newest product of the makers of the famous "100 Year Laundry Queen." It has the same four-blade, life-time submerged agitator of heavy-Cast aluminum as this great washer; the same welded channel steel frame; the same 1/4 h.p. Westinghouse motor; the same pat-

ented drive (no chains to break or belts to wear out.)

The wringer, adjustable to four positions, is made with all-metal frame; rustless, polished, double, reversible drain boards and the highest quality semi-soft balloon rolls. Shpg. wt. 205 lbs.



FREE with  
this machine,  
a 34-page  
booklet.

Shpd. from Buffalo, Chicago,  
Philadelphia, Boston, Cincin-  
nati, Grinnell, Ia. and Peoria.

3121 **\$135.00** Purchase **\$67.50** Cash **\$75.00** Easy  
With or Coupons Payment  
Price



ONEIDA  
COMMUNITY  
*"Duro Plate"*  
KNIFE AND FORK  
No. 82  
*Set*



ELITE  
PATTERN

~~\$108~~ VALUE

39¢

CASH PRICE  
the Pair!

SEE PAGE NINE